

Bonanza year makes way for a golden one  
The broadcast media and the political process □ 1976

# Broadcasting Jan 3

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**Television's**  
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**source for movies.**

**"The African Queen"**

**Bogart in his only  
Academy Award winner!**

# The Week in Brief

**WAIT UNTIL THIS YEAR** □ Broadcast economic consultant Richard Doherty, who says 1976 was a "bonanza" year, has run out of superlatives for what 1977 might bring—only that things are still looking up. **PAGE 19.**

**OLYMPIC STRUGGLE** □ The networks walk away from negotiations with the Russians over rights to the 1980 games, come back home to try to work a three-way deal and find an out-of-left-field trading organization, Satra, claiming it's cornered the Olympic TV rights market. What, if anything, does it all mean? **PAGE 20.**

**ROUND TWO** □ Reply comments are filed with the FCC on Westinghouse's petition for an inquiry into network-affiliate relationships. Among those filing again: Westinghouse itself, CBS and NBC. **PAGE 22.**

**MAKING WAVES** □ Worldvision wants the FCC to expand on the Westinghouse petition and include syndicators in that investigation. **PAGE 23.**

**PARAMOUNT PURCHASE** □ Paramount Pictures buys out the assets of Hughes Television Network, mainly to obtain Hughes' equipment and facilities. **PAGE 23.**

**QUESTIONS** □ The FCC will conduct a hearing on the license renewal application of Steinman's WGAL-TV Lancaster, Pa., to look into concentration-of-control allegations by feminists. **PAGE 23.**

**POINTING FINGERS** □ GAO criticizes the FCC on some of its practices concerning stock ownership by commission employees and the filing of financial statements. **PAGE 24.**

**PAYOLA PROCEEDINGS** □ FCC says it will re-open hearings to investigate allegations of illegal activities throughout the broadcast industry. **PAGE 24.**

**NO MORE, PLEASE** □ The FCC, under court order, stops taking in fees, announces it's beginning to determine how to make refunds. **PAGE 26.**

**WAR OF WORDS** □ Morley Safer's on-the-air criticism of Barbara Walters's ABC-TV special raises several eyebrows—including his boss's, William Small. **PAGE 26.**

**AUTOMATIC ACTION** □ FCC approves use of automatic transmission systems by FM stations and by AM's with nondirectional antennas. **PAGE 26.**

**ELECTION '76—FROM PRIMARIES TO VOTING BOOTH, RADIO AND TV REPORTED IT ALL** □ A look at the television and radio coverage of an exciting presidential primary race and a somewhat ho-hum general campaign. **PAGE 33.**

Heads of the networks' news departments reflect on what they would do differently in reporting the 1976 political campaign and offer some ideas on how they may handle it in 1980. **PAGE 34.** To keep track of what happened during this political year, a chronology of major events is provided. **PAGE 36.** Here, there and everywhere—local television stations kept up with the presidential candidates, dogging their moves when they came into their areas; all to keep the hometown viewers informed on the candidates and the issues. **PAGE 40.** And radio was there too—local stations and the networks—keeping pace with the candidates. **PAGE 48.** Whether the Great Debates II were all that great is debatable itself, but no one will deny that they were the really big show of this political year. **PAGE 54.** Bringing all that news of the candidates into the American homes were the reporters—with all their broadcast equipment—who kept



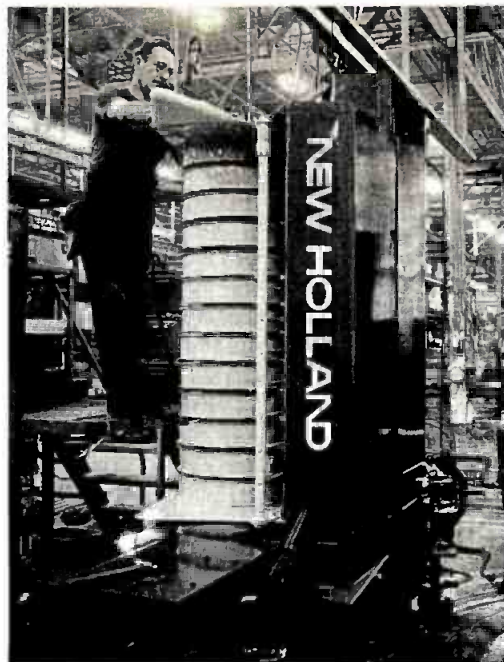
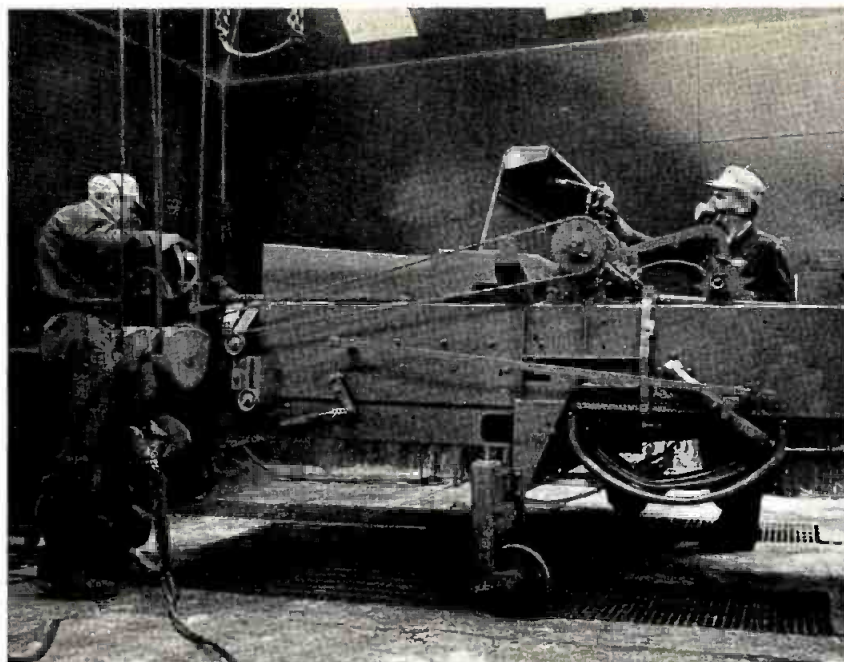
**The candidate and the correspondents.** Then-presidential nominee Jimmy Carter talks with the press at Plains, Ga. To the left of the minicam is NBC newswoman Judy Woodruff; to the right of it is ABC newsman Jim Walker.

up an exhausting and exhilarating pace with the candidates. **PAGE 64.** And to get their man elected, the advertising team of each candidate went to TV to woo the voter. How they went about it, the decisions they had to make and the results are outlined in interviews with Gerald Rafshoon (Carter) and Douglas Bailey and John Deardourff (Ford). **PAGE 73.**

**MAN FOR ALL DIVISIONS** □ John Backe, the new president of CBS Inc., came from a nonbroadcast background, and it will show in the way he runs the company. **PAGE 97.**

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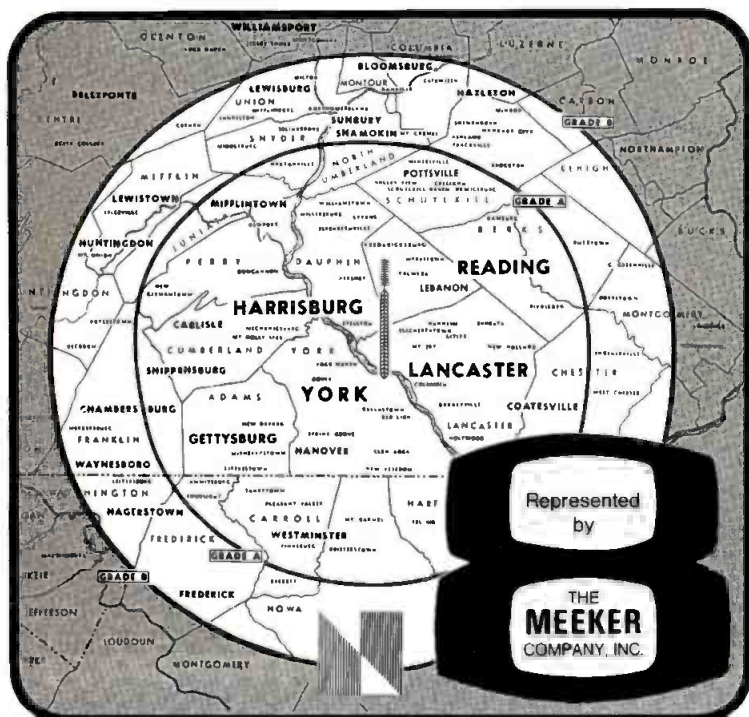




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LANCASTER-HARRISBURG-YORK-LEBANON, PA.

\* 1976 Sales Management Survey of Buying Power  
1976 Pennsylvania Abstract

**STEINMAN TELEVISION STATIONS**

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.  
WTEV Providence, R. I./New Bedford-Fall River, Mass.

# Closed Circuit®

Insider report: behind the scene, before the fact

## November's tidings

Returns from Arbitron Television's November sweep measurements show ABC going strong despite hard push by NBC in national ratings during sweep period. In top 100 markets, ABC researchers said that 86 reports available last week showed ABC affiliates on top in 48, NBC ahead in 23, CBS in 20 (all counts include ties). Year ago, first-place scores were put at 18 for ABC, 40 for CBS, 34 for NBC. In 86 new books, ABC was said to have 35 average share, NBC 33, CBS 32.

ABC's wins included nine of top 10 markets—10 of top 11, in fact. Gap is in largest of all, New York, where CBS outlet ranked first, ABC second, NBC third. ABC researchers say this is better than 100% improvement for ABC—that year ago, CBS affiliates were first in seven of top 11, ABC affiliates first in other four. New books are said to show ABC affiliates with audience gains in all 11 markets, CBS affiliates with losses in 10, NBC affiliates with gains in three.

## Options open

While it isn't likely there will be anything approaching big transition of Ford administration personnel into broadcasting ranks, there's prospect some could filter into broadcast media in ownership as well as news. Secretary of Treasury William E. Simon, whose credentials are in financial world, reportedly aspires to station ownership, possibly in his native New Jersey. Also exploring acquisition opportunities: L. William Seidman, assistant to President Ford, who is CPA and former president of WZZM-TV Grand Rapids, Mich., in process of being transferred to Wometco.

Ronald Nessen, press secretary and former NBC newsmen, would like to get network portfolio. William F. Roberts, assistant press secretary, formerly headed Time-Life Broadcast news bureau in Washington and has top credentials as news director. But he hasn't expressed aspirations in private sector and presumably would like to continue career as government professional. Colonel Milt Mitler, Ford assistant who came to White House as Bicentennial officer, is expected to resume direction of his WALE(AM) Fall River, Mass., but will look for other acquisitions or even private sector broadcast activities in Washington.

## In the cloak rooms

Biennial jockeying by members for new committee positions, which begins when

Congress reopens its doors Tuesday, will have some minimal effect on Lionel Van Deerlin's (D-Calif.) House Communications Subcommittee. Rumored changes: Goodloe Byron (D-Md.) and Charles Carney (D-Ohio), both of whose activity on subcommittee has been barely noticeable, might leave. Andrew Maguire and James J. Florio (both D-N.J.) would like to join, as would some other Democrats attracted by planned rewrite of Communications Act. Nine-member panel may expand to accommodate them.

On Senate side, new faces will abound. Ernest Hollings (D-S.C.) will be new chairman of Senate Communications Subcommittee, but with six subcommittee vacancies caused by retirements, election defeats and committee moves, it can't be foretold who will serve under him. Senate Rules Committee begins hearings this week on resolution to streamline Senate committees that will cause further member shifts to and fro, further clouding crystal ball. One staff change: Senator Hollings' legislative assistant, Mary Jo Manning, will join Nicholas Miller as communications counsel.

## High rise

Paramount Television's pre-selling of *Happy Days* in syndication at stratospheric prices ("Closed Circuit," Dec. 20, 1976) is already having its effect: Viacom Enterprises' starting price for off-network reruns of *The Bob Newhart Show* is \$35,000 per episode in New York, \$30,000 per episode in Los Angeles, and \$20,000 per episode in Chicago. That's almost double what Viacom got for *The Mary Tyler Moore Show* 18 months ago in those markets (and *Moore* has racked up consistently higher ratings than *Newhart* during their teaming on CBS).

## Fringe benefits

Two who got away from National Association of Broadcasters' head-hunters will nevertheless be announcing new and improved status, perhaps stimulated by upward pressure of NAB's interest in them. George Hoover, chief public relations officer for CBS News who was leading candidate to become PR vice president at association, will be shifting to top PR slot at another network. And George E. DeVault, vice president-operations, WKPT-TV Kingsport, Tenn., who had been considered for TV vice presidency at NAB, was persuaded to stay with station by prospect of future advancement.

Almost-buttoned-up appointment of

Tom Swafford to new senior vice presidency (see "Top of the Week") focuses spotlight on last remaining vacancy—TV vice presidency. There's renewed possibility of promotion from within—perhaps of George Gray, who now heads association's 100-plus market activity, was formerly Avco's Washington vice president and has background in TV station management.

## Profitable primer

Media-mix study known as ARMS II (All Radio Marketing Study II) cost estimated \$400,000, but Radio Advertising Bureau, which underwrote it jointly with group of New York and Los Angeles stations, figures it's paying off. RAB says year-end count indicated ARMS II helped create at least \$30 million in radio business in 1976, first full year of use. That total is said to have come from advertisers' adding radio to their campaign plans or increasing radio's share on basis of computer-based analyses from ARMS II data banks.

## Two-cents worth

Broadcaster complaints about having inadequate voice in House Communications Subcommittee's planned rewrite of Communications Act will result in formation of all-broadcaster panel to advise on project. National Association of Broadcasters last week was working on list of names to give subcommittee with representation for small and large market radio and television, independents, UHF, network affiliates. Broadcasters are slightly skeptical about seriousness of subcommittee's intention to use group, but subcommittee counsel Harry M. (Chip) Shooshan, who is directing broadcast chapter of initial report on policy options, says he will work "as fully and completely" with it as with other advisory panel announced last month (BROADCASTING, Dec. 13, 1976).

## Whatever happened to

Lawrence H. (Bud) Rogers II, who terminated 16-year span as operating head of Taft Broadcasting Co. last April, is chairman-president of Development Communications Inc., Cincinnati, and currently is exploring prospects of satellite communications, particularly as to equipment potential, for unnamed component manufacturer. It's latest of several projects, which include audio-visual training films for such clients as State Farm Mutual and TWA, as well as station acquisition explorations for others.



# Business Briefly

**Anheuser-Busch** □ Busch beer will be on tap for six-week spot-TV campaign splash to start in mid-January. Gardner Advertising, St. Louis, is seeking evening, prime and late night slots to reach men, 18-34.

**Hershey** □ Confectionery company is readying spot-TV campaign to run in mid-January for 12 weeks, geared to reach men and women, 18-34, and children, 2-9. Ogilvy & Mather, New York, is concentrating on time periods in fringe and prime slots.

**Coca Cola** □ Minute Maid frozen orange juice will be accented in spot-TV drive set to start in mid-January for four weeks. Marschalk, New York, is skewing toward daytime and fringe periods to reach women, 18-49.

**U.S. Army** □ Spot TV will be added in January to Army's first sustained paid broadcast campaign since 1971. Strong emphasis of drive has been on radio—both network and spot—which began in November and will continue through July 1977, with expenditures of about \$4 million. Estimated \$700,000 will be spent on spot TV for the January-July campaign. TV promotions present overview of Army and educational opportunities it offers and repeats theme used in public service messages: "Join the people who've joined the Army." Target group of young men and women, 17-24, is being sought by N W Ayer ABH International, New York.

**Penzell** □ Los Angeles-based motor oil

company is readying four-week spot-TV drive to start in mid-March. Fringe periods and news programs are being sought by Eisaman, Johns & Laws, Los Angeles, to reach men, 25-49.

**Uncle Ben's** □ Converted rice will be accented in spot-TV campaign starting in mid-January for six weeks. Fringe and access periods are being sought by J. Walter Thompson, Chicago, to reach women, 18-49.

**Air France** □ New York-based airline, through Kenyon & Eckhardt, New York, has major-market series of two separate four-week spot-radio flights ready for kickoff Jan. 17 and Feb. 7. Markets include New York, Los Angeles and Chicago. Demographic target is adults, 25-64, with one spot narrowed to adults, 25-49.

**Glidden** □ Caulk and adhesive products will be shown on spot TV in three-week campaign scheduled to start in mid-January. Meldrum & Fewsmith, Cleveland, is buying fringe 30's to reach men, 18-49.

**National Brewing** □ Tuborg beer will be centerpiece of spot-TV flight scheduled for late January for three-week run. W.B. Doner & Co., Baltimore, is zeroing in on time periods catering to men, 18-49.

**Max Factor** □ Various products will be highlighted in spot-TV push to start in late February for four weeks. SFM Media Service, New York, is seeking early and late fringe time spots appealing to women, 18-49.

**Lehn & Fink** □ Lysol toilet bowl cleaner will get spot-TV flight set to begin in mid-January for six weeks. SSC&B, New York, is concentrating on women, 18-49, and total women.

**Amstar** □ Domino sugar will be showcased in spot-TV drive to start in mid-February for four weeks. Lewis & Gilman, Philadelphia, is aiming to reach women, 25-64, via buys on daytime, fringe and prime periods.

**Andrew Jergens** □ Soap product will be highlighted in spot-TV flight set to start in mid-January for four weeks. Cunningham & Walsh, New York, is setting its sights on women, 18-49, via spots on fringe and prime periods and on weekend schedules.

**Continental Air Lines** □ Company, based at Los Angeles' International Airport, has set up major 11-week spot-radio drive that will begin first week in January. Markets include most of those serviced by Continental, including New York, Los Angeles, Chicago and Miami. Agency, Benton & Bowles, Hollywood, has men, 25-49, as its demographic aim.

**Consolidated Foods** □ Company's Deerfield, Ill., based Kitchens of Sara Lee, through Benton & Bowles, New York, has selected-market two-week spot-radio flight ready to kick off early in January. Focus will be on Eastern part of U.S., from New York state to Ohio. Women, 18-49, are demographic target.

**Kraco Enterprises** □ Compton, Calif.,-based maker of CB radios, through Kelly, Scott & Madison, has major-market spot-radio campaign ready to go Jan. 10, running for six weeks. Markets include New York, Los Angeles, Chicago and Cleveland. Demographic target is men, 25-49.

**Hartz Mountain** □ Harrison, N.J.,-based corporation, through house agency, Cooper Square Advertising, will roll multi-week spot-radio campaign for its bird and pet products to begin sometime next month. Markets include New York, Los Angeles and Chicago. Buying service, Hope Martinez Media, is after adults, 18-49.

**Stokely Van Camp** □ To correct item of Nov. 29, 1976, company's Beenee Weenee and Chilee Weenee will be spotlighted in spot TV and radio drives in two flights of three weeks each in 42 markets in Southeast, South Central and Midwest. First flight is scheduled for Feb. 21 and second for April 25, with half of markets getting spot radio and half, spot

## BAR reports television-network sales as of Dec. 12

ABC \$906,161,900 (32.0%) □ CBS \$985,450,800 (34.9%) □ NBC \$935,940,200 (33.1%)

| Day parts                        | Total minutes week ended Dec. 12 | Total dollars week ended Dec. 12 | 1976 total minutes | 1976 total dollars year to date | 1975 total dollars year to date | % change from 1975 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m.    | 156                              | \$ 862,300                       | 7,087              | \$ 37,238,500                   | \$ 33,280,200                   | +11.8              |
| Monday-Friday 10 a.m.-6 p.m.     | 1,011                            | 13,967,300                       | 49,814             | 609,974,500                     | 508,162,400                     | +20.0              |
| Saturday-Sunday Sign-on-6 p.m.   | 290                              | 8,981,500                        | 14,940             | 322,985,500                     | 247,191,400                     | +30.7              |
| Monday-Saturday 6 p.m.-7:30 p.m. | 102                              | 3,836,000                        | 5,061              | 151,813,800                     | 122,816,900                     | +23.6              |
| Sunday 6 p.m.-7:30 p.m.          | 21                               | 1,133,000                        | 1,060              | 45,821,300                      | 23,919,700                      | +91.6              |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 407                              | 35,305,500                       | 20,817             | 1,449,718,600                   | 1,209,984,300                   | +19.8              |
| Monday-Sunday 11 p.m.-Sign-off   | 220                              | 5,465,700                        | 10,244             | 210,000,700                     | 168,052,000                     | +25.0              |
| <b>Total</b>                     | <b>2,207</b>                     | <b>\$69,551,300</b>              | <b>109,023</b>     | <b>\$2,827,552,900</b>          | <b>\$2,313,406,900</b>          | <b>+22.2</b>       |

Source: Broadcast Advertisers Reports

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**AGAIN**

**1976 Gabriel Television Station Award**

**AGAIN**

**1976 RTNDA National Award for Editorial Excellence**

**AGAIN**

**1976 Gabriel Award for our Sex Education Special**

**& AGAIN**

**1976 RTNDA Regional Award for Editorial Excellence**

**'Once again, WCVB TV sets the standard  
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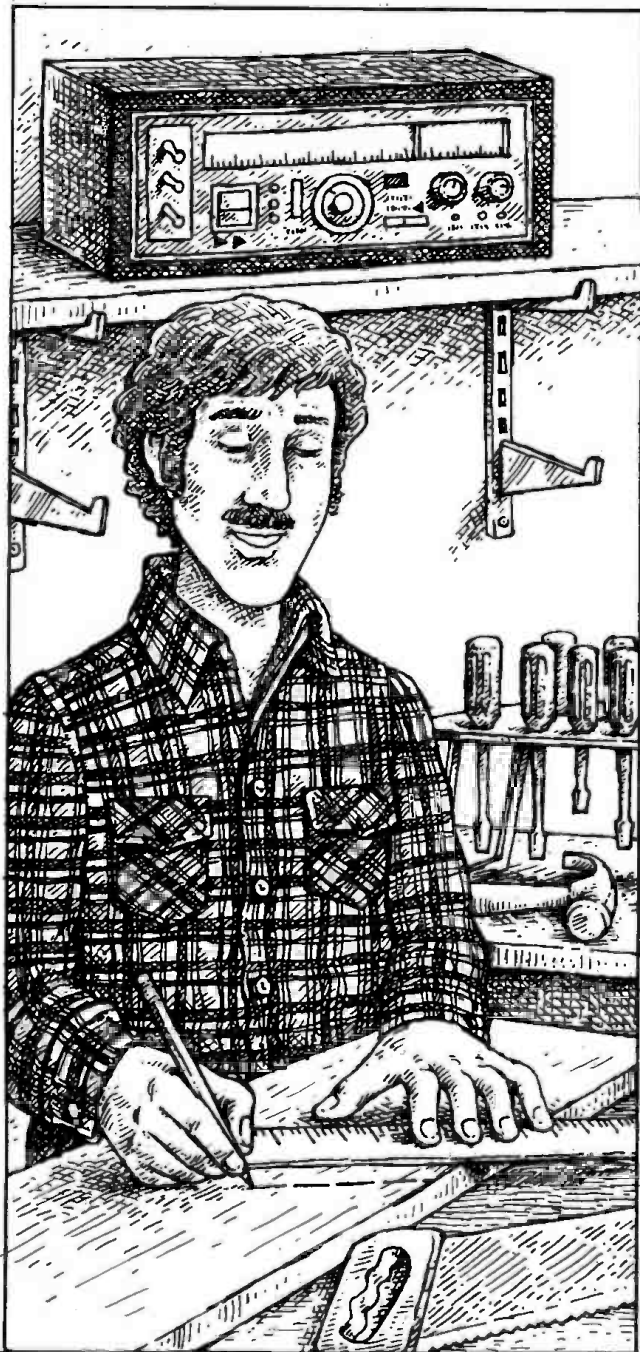
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He wants all the latest world and national news with all the details. She wants her news fast and concise. He's interested in news which affects young people. And she wants major news stories and commentaries.

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ABC Radio News is fast and flexible. A team of over 170 correspondents, stationed in over 75 news bureaus around the world easily adapts to provide news for four different audiences on four distinct networks.

Each day ABC Radio News produces 138 news programs as well as special reports to be used by the local station.

All of which makes ABC Radio News network radio's largest news gathering organization.

His news. Her news. His news. Her news. They find it all on the four ABC Radio Networks.

**The Four Demographic Radio Networks.**



TV. Women 25-49, are target audience. Agency is Handley & Miller, Indianapolis.

**Winston Tires** □ Three spot-TV flights are being planned for first quarter of 1977, with first taking off in early January for four weeks; second in early February for four weeks and third in early March for five weeks. Needham, Harper & Steers, Los Angeles, is searching for fringe, sports and weekend periods to zero in on men, 18-49.

**Jones Dairy Farm** □ Fort Atkinson, Wis.-based maker of sausages, hams and bacon, through Wells, Rich, Greene, New York, is readying major-market eight-week spot-radio flight that kicks off Jan. 17. Markets include New York, Los Angeles, Chicago and Boston. Agency is aiming for women, 25-49.

**American Home** □ Company's Preparation H will receive 8-to-12-week spot-radio promotion to begin early in January. Markets include New York, Los Angeles, Chicago and Philadelphia. Agency, John F. Murray, will go after older demographic skew.

**Lawry's Foods** □ Los Angeles-based distributor of herbs, spices and other seasonings, through Dailey & Associates, Los Angeles, has major-market four-week spot-radio campaign ready to go on

#### Rep appointments

- WWJ-AM-FM Detroit CBS Radio Spot Sales, New York.
- WUAB(TV) Cleveland: Katz Television American, New York.
- KYOK(AM) Houston, KFGO(AM) Fargo, N.D., and KCNW(AM) and KUDL(FM) both Kansas City, Mo., and WAAM(AM) An Arbor, Mich.: Buckley Radio Sales, New York.

Jan. 31. Markets include Los Angeles, Chicago, Detroit and Houston. Demographic group is women, 25-49.

**Will Ross** □ Dallas-based company's Opticks Division's Pearle Visioncenters, through Chollick Associates, New York, has major spot-radio campaign consisting of four alternate-week flights ready to go later this month. Markets include Miami, Atlanta and Cleveland. Agency will pitch spots at women, 25-49.

**National Pet Food** □ Skippy Premium dog food will be served up on spot TV in flight scheduled to begin in mid-January for four weeks. Lee King & Partners, New York, will emphasize daytime, fringe and prime periods to reach women, 18-49.

**Ore-Ida** □ Snack product will be

spotlighted on spot TV in seven-week flight to start in January, with daytime slots sought to reach women, 18-49. Doyle Dane Bernbach, Los Angeles, is agency.

**Bausch & Lomb** □ Sunglasses will be displayed on spot TV in two flights, with first scheduled for mid-January and second for late February, each running three weeks. Rumrill-Hoyt, New York, is seeking daytime, fringe and prime slots to reach men and women, 18-49.

#### Paine Webber, Jackson & Curtis

□ Stock brokerage firm is poised to break with spot-TV campaign in mid-January for five weeks. Marschalk, New York, is aiming to reach men, 35 and over, with commercials slated to appear on news and sports programs.

**Northwest Industries** □ Company's Chicago-based Velsicol Chemical Corp. subsidiary, Kendrick Advertising, will schedule radio spots for its agricultural and industrial chemicals for 12-week flights beginning Feb. 21. Kendrick Advertising will gear spots to Midwestern markets that serve farmers.

**W.F. Young** □ Company's Absorbine arthritic pain lotion, through J. Walter Thompson, New York, will get 11-week spot-radio campaign to begin in early January. Campaign will be geared to Southern states to reach adults, 50 and over.

**Ciba-Geigy** □ Corporation, based in Ardsley, N.Y., will focus on its agricultural chemicals in Midwestern-slanted spot-radio campaign to begin Jan. 17 and run for nine weeks. Markets include Omaha and Milwaukee. Agency, Keenan, Keane & McLaughlin, New York, will go after farmers with 60-second spots.

**International Association of Retail Florists** □ Detroit-based organization's FTD (Florists' Transworld Delivery), through Post-Keyes-Gardner, Chicago, has concentrated, selected-market one-week spot-radio flight, ready to go Jan. 24. Markets include Boston, Atlanta and Dallas. Demographic target is adults, 25-49.

**Joan of Arc** □ Peoria, Ill.-based company's Royal Prince yarns, through Hult, Friz & Heinrich, Peoria, has three-week spot-radio campaign ready to begin Jan. 10. Flight will focus on Midwestern states, including Ohio and Wisconsin. Demographic target is women, 18-49.

**Phoenix Candy** □ Brooklyn, N.Y.-based firm is launching its largest TV campaign ever in 1977, with two flights set for first half of year in six major markets. First flight to begin on Jan. 17 for eight weeks and second on March 14 for eight weeks. Helitzer Advertising, New York, is buying top children's programming, including *Mickey Mouse Club*, *Tarzan*, *Fat Albert* and *Wonderama* to reach children, 6-11.



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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Peter Lubalin, vice president-creative director, Marsteller Inc., New York

## To Russia, with yogurt

June 1975: Our assignment is to do a new TV commercial for Dannon yogurt. The art director, Joe Goldberg, and I approach the assignment in the usual way. We take out a map of the world and decide where we'd like to shoot.

We also approach it by reading practically every word that's been written on yogurt. The research turns up something interesting. In certain parts of Bulgaria and Soviet Georgia, the people consume enormous quantities of yogurt. They eat it at almost every meal. There's another curious thing about these people. They live to be well over 100. In a moment of unsurpassed brilliance, we conclude that perhaps there's an idea in this.

We create a simple storyboard. We show people in their 90's and 100's working in fields, chopping wood, riding horses. The copy talks about yogurt. We end with a close-up of a 90-year-old man thoroughly enjoying a cup of Dannon. The scene widens to reveal the 90-year-old man's mother, delighted that her little boy is eating his nice yogurt.

We sell this 30-second spot to our client in exactly 30 seconds. We're a step closer to filming what we believe is the first U.S. commercial ever shot in the Soviet Union.

July-August 1975: Preparations begin. Arlene Hoffman, our producer, calls Alexander Leaf in Boston. Dr. Leaf has written a book on the centenarians of Abkhazia in Soviet Georgia and has had an article on them published in *National Geographic*. He's very cooperative, giving us names of people and places. Then he advises us to forget the whole thing because the Russians will never let us do it in a million years. Eleven months later we will send him a post card from Sukhumi in Soviet Georgia.

Sept. 1975-May 1976: We decide to wait for warmer weather. The job goes into hibernation for the winter.

June 1976: It's time to crank things up again. A pleasant surprise: We learn the Russians are enthusiastic about our project and anxious to cooperate. The visas come through in two weeks.

July 10, 1976: Arlene Hoffman leaves for Russia to find a 90-year-old man with a mother. Two days later she calls to ask if an 89-year-old man with a mother is OK.

July 17, 1976: Bob Gaffney, director; John Knoop, assistant director; Joe Goldberg and I leave for Russia.

July 18, 1976: We arrive at our hotel in Sukhumi. Our rooms overlook the Black Sea, which is actually a lovely turquoise. The rooms are surprisingly luxurious. We have our first dinner in the Soviet Union. Four full bottles of vodka are brought to



Peter Lubalin supervises creative on several Marsteller accounts, including Dannon yogurt, Louis Sherry ice cream, Emerson air conditioners, Fruit of the Loom corporate, Berlitz language schools and Alba milk products. Before joining Marsteller, he was a creative supervisor at DKG Inc. His accounts there included Corning Glass, Consolidated Cigar, Ovaltine, Block Drug, Alitalia and Pirelli tires. At Marsteller, he operates with the title of vice president and creative supervisor.

the table. There are only seven people. We are introduced to the Russian custom of endless toasting at meals.

July 20, 1976: The first day of shooting. We're on our rented bus, heading for the village of Kutol, in the Caucasus, an hour and a half's drive from the hotel. The crew consists of five Americans, five Russians and a Canadian. Bob Gaffney is playing a tape of Irish love ballads on his cassette deck. By the end of the third day, the Russians will know the words to "Danny Boy" by heart.

We arrive at the first home and do three shots: a 96-year-old man chopping wood, a 98-year-old man hoeing in a vineyard, and a 107-year-old woman feeding chickens. They all look about 20 years younger than they are.

We arrive at the second home where we will film the 89-year-old man and his mother. The man is still out working in the fields. The women are preparing a banquet for us (the first of five we will have during the next three days). They suggest we eat first. As we sit down, we notice that the head of the collective farm is lining up

eight shot glasses in front of him and filling them with vodka. He's going to perform eight consecutive toasts, draining a glass of vodka with each toast. We're getting very concerned. Because we realize that each time he drains a glass, we're expected to do the same. Just as we finish our toasts, the 89-year-old son arrives.

July 21, 1976: The second day of shooting. We film a "back-up" mother and son. He's 85. She's 114. Then we sit down to the first banquet of the second day. Immediately, the head of the collective raises a glass of vodka and begins talking about Americans and Russians and peace and friendship. Lined up in front of him are five more glasses of vodka. Behind us, the women of the village stand waiting to fill our glasses after each toast. Here we go again.

Later, our bus driver, the only person to be excused from the toasting, takes us to the second location. We are going to shoot the village elder. She is at least 130, maybe 140.

We sit down to the second banquet of the day. The food is always the same: tomatoes, cucumbers, yogurt, buffalo cheese, mammaliga (a corn-meal mush) and a couple of chickens. And, of course, there's the vodka.

July 22, 1976: The third day of shooting. We film a 79-year-old woman and her mother in the village of Duripshi. Inside the house, they are preparing the first banquet of the third day. Today we will be ready for their vodka. We sneak behind the house and wolf down cups of Dannon yogurt to line our stomachs. Now they can bring on the vodka. Only this time, instead of vodka, they bring on fruit juice.

On the final location. We film the Abkhazian senior men's choir. They range in age from 80 to 105, yet their voices are remarkably rich and powerful. We also get shots of a 98-year-old man chopping wood, a 105-year-old man picking tobacco and a 95-year-old man riding a horse. The commercial is now in the can. We sit down to our fifth banquet in three days.

You sit at the long table eating and drinking and joking and feeling terrific, and for a moment you forget that you are in the State of Abkhazia in the Republic of Georgia in the U.S.S.R. hoisting vodka with 100-year-old men who are into what's happening as much as you are. And when it hits you, it all seems a little unreal.

July 26, 1976: We're in London screening the dailies. We've invited the general manager and the creative director of our London office to the viewing. While they're watching pretty film of some rather remarkable old people, we're silently reliving the most memorable week we've ever had.



# Where Things Stand

Monthly status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Last month, NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22). Still under consideration by Judge Robert Kelleher of U.S. District Court in Los Angeles is CBS motion for summary judgment on ground that suit lacks merit.

**Cable rebuild/refranchising.** FCC has relaxed rebuild requirements it would have imposed on CATV systems by 1977 (BROADCASTING, April 12), and it has delayed for one year March 31, 1977, deadline for refranchising of systems (BROADCASTING, Nov. 29). Rebuild action has been appealed by National Black

Media Coalition, Philadelphia Community Cable Coalition and Midwest Video Corp.

**Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC, Congress and State Department. Canadians have "proclaimed," that is, put into effect, their tax legislation, but State Department and Canadian government are optimistic that "satisfactory accommodation" can be found to commercial-deletion problem (BROADCASTING, Nov. 22).

**Children's TV.** Oral argument was held Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20).

**Communications Act.** Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions,

but to re-examine fundamental underpinnings of American system of communications. Major emphasis will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by first of March. Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), co-fathers of idea, think Congress's and FCC's "Band-aid" approach to communications legislation and regulation is no longer adequate to address increasingly complex issues and technologies, and have indicated that bills such as license renewal will be absorbed into over-all rewrite (BROADCASTING, Nov. 22). Further indications were given by subcommittee general counsel, Chip Shooshan, in speech before Federal Communications Bar Association (BROADCASTING, Dec. 20).

**Crossownership (newspaper-broadcast).** Oral argument was held Sept. 17 in U.S. Court of Appeals in Washington on consolidated appeals (Cases 75-1064 et al.) from FCC order banning newspaper-broadcasting crossownership prospectively and requiring break-up of 16 crossownerships (BROADCASTING, Sept. 20). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC has also turned down five of six Justice Department petitions to break up certain multimedia holdings (BROADCASTING, Oct. 25), and Justice is appealing one decision, on WIBW-AM-FM-TV Topeka, Kan.

**Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings are subject of court case involving National Organization for Women and WRC-TV Washington (BROADCASTING, Nov. 8). Broadcast EEO reporting form is pending approval of General Accounting Office (BROADCASTING, Dec. 6).

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is un-

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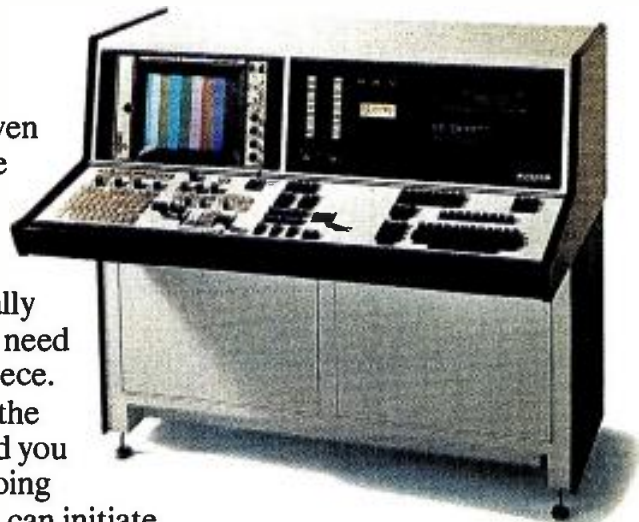
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constitutional (BROADCASTING, Nov. 8). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision, NAB has moved to drop policy of mandatory subscription to TV code and is studying how to strengthen program self-regulation (BROADCASTING, Dec. 20).

**FCC fees.** U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20). Commission has suspended collection of fees, begun study of refund process (see story, this issue).

**Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, Dec. 13).

**Format changes.** FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 6, 13).

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Commission also has fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. And FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

**Network inquiry.** Westinghouse Broadcasting has filed petition with FCC seeking institution of inquiry and rulemaking aimed at

strengthening power of affiliates in dealing with TV networks (BROADCASTING, Sept. 6). Comments on petition have been filed (BROADCASTING, Nov. 29), and among them was one from Justice Department supporting Group W filing and also suggesting that commission consider divestiture of network owned-and-operated stations.

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8).

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

**Ratings.** Nielsen prime-time averages, Sept. 20-Dec. 24—ABC 20.8, NBC 19.5, CBS 18.6.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25). Office of Telecommunications Policy has proposed sharing VHF with number of government services (BROADCASTING, Nov. 8).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975). Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., as test market (BROADCASTING, June 28). (See "Top of the Week.")

**WPXI(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

■ indicates new or revised listing

## This week

**Jan. 3**—FCC's new deadline for comments on amendment of noncommercial FM broadcast rules (Docket 20735). Reply comments are now due Feb. 24. FCC, Washington.

**Jan. 7-10**—Missouri Broadcasters Association winter convention. Friday-Sunday cruise from Miami to Nassau, Bahamas.

**Jan. 9-11**—Association of Independent Television Stations (INTV) fourth annual convention. Representative Lionel Van Deerlin (D-Calif.) will be Jan. 10 luncheon speaker. Fairmont hotel, San Francisco.

**Jan. 9-11**—California Broadcasters Association meeting. FCC Chairman Richard Wiley and Representative Lionel Van Deerlin (D-Calif.) will speak. Del Coronado hotel, San Diego.

**Jan. 9-12**—National Retail Merchants Association annual convention. New York Hilton hotel, New York.

## Also in January

**Jan. 10**—Meeting of National Collegiate Athletic Association television committee as part of 71st annual NCAA convention (Jan. 6-13). Hotel Fontainebleau, Miami Beach.

**Jan. 10-Feb. 12**—World Administrative Conference of the International Telecommunications Union. International Conference Center, Geneva.

■ **Jan. 11**—National Parent-Teachers Association public hearing on effect of TV violence on children (BROADCASTING, Dec. 6, 1976). Ramada Inn, Center City Plaza, Kansas City, Kan.

**Jan. 12**—New England Cable Television Association winter meeting. Holiday Inn of Boston-Newton, Newton.

**Jan. 12-14**—Association of Maximum Service Telecasters special meeting. To be discussed will be current activity in the area of short-separation drops, the 1979 World Administrative Radio Conference, general broadcast spectrum management and improvement of UHF reception capabilities. Clyde G. Haehnle, WCET(TV) Cincinnati, chairman of AMST engineering committee, will give a report. Thunderbird Country Club, Rancho Mirage, Calif.

**Jan. 13-15**—Winter Consumer Electronics Show sponsored by the Consumer Electronics Group of the Electronic Industries Association. Conrad Hilton, Chicago.

■ **Jan. 14-15**—Utah Broadcasters Association winter workshop and convention. License renewal session will feature Richard Shiben, chief of FCC renewal division. Other speakers and panelists: Bill Sims, KWWO(AM) Sheridan, Wyo.; Wally Nelskog, KIXI(AM) Seattle; Jack Chapman, KGAK(AM) Gallup, N.M.; Joe Kjar, Bonneville International; Brenda Fox, National Association of Broadcasters; Dwight Case, RKO Radio, and Joan Taylor, Evans Advertising. Sherwood Hills, Sardine Canyon.

■ **Jan. 16-18**—Illinois-Indiana Cable Television Association convention. Speakers will include FCC Commissioner James H. Quello. Indianapolis Hilton hotel, Indianapolis.

■ **Jan. 18**—Television Bureau of Advertising regional sales seminar. Sheraton Southfield, Detroit.

**Jan. 18**—Nebraska Broadcasters Association legislature dinner. Nebraska Club, Omaha.

**Jan. 20-21**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Aladdin hotel, Las Vegas.

**Jan. 20-22**—Alabama Broadcasters Association winter conference. Ramada Inn, South, Tuscaloosa.

**Jan. 21-22**—Winter meeting of Public Radio in Mid-America (PRIMA). Sessions will include equipment update, FCC reregulation and deregulation, status of Association of Public Radio Stations-National Public Radio consolidation. Speakers: Sue Harmon, chairman of NPR board; Ron Bornstein, APRS board; Walter Sheppard, WITF-FM Hershey, Pa. (on copyright), Host: KMWU(FM) Wichita, Kan. Holiday Inn Plaza, Wichita.

**Jan. 21-22**—Mississippi Broadcasters Association annual sales clinic. Consultant Carleton Loucks will preside over Saturday session. Jacksonian-LeFleur's, Jackson.

**Jan. 22**—Florida Association of Broadcasters mid-winter conference. Grenelefe.

**Jan. 23-24**—Idaho State Broadcasters Association winter conference. Holiday Inn, Boise.

**Jan. 23-26**—National Religious Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

**Jan. 25**—Deadline for entries in 1976 Sigma Delta Chi Awards of SDX the Society of Professional Journalists. Competition is in 16 categories. Information: SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.

■ **Jan. 25**—Television Bureau of Advertising regional sales seminar. Copley Plaza, Boston.

**Jan. 25-27**—South Carolina Broadcasters Association winter convention. Wade Hampton hotel, Columbia.

**Jan. 25-27**—Georgia Association of Broadcasters 32d annual Radio-TV Institute. Speakers will include Herbert Schlosser, president, NBC; Representative Lionel Van Deerlin (D-Calif.); Bill Ray, FCC, and Keith Jackson, ABC Sports. University of Georgia, Athens.

**Jan. 25-28**—National Association of Broadcasters winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

**Jan. 26**—New Jersey Broadcasters Association mid-winter manager meeting. The Meadowlands, New

Jersey Sports Complex (Giants Stadium). East Rutherford. Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University, Brunswick.

**Jan. 26-29**—Society of Motion Picture & Television Engineers 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digital Television." St. Francis hotel, San Francisco.

■ **Jan. 27-28**—Federal Communications Bar Association seminar, "Practicing Communications Law—The Tangents." Co-chairmen will be Erwin Krasnow, general counsel, National Association of Broadcasters, Washington, and Scott Robb, Robb & Reukauf, New York. Mayflower hotel, Washington.

■ **Jan. 28**—Missouri Public Radio Association winter meeting. Campus Inn, Columbia.

**Jan. 28**—Deadline for entries in ninth annual Robert F. Kennedy Journalism Awards competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive \$1,000 cash prize and be eligible for grand prize that will entail an additional \$2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

**Jan. 28-30**—Alpha Epsilon Rho's Midwest regional convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

**Jan. 31**—FCC's deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due March 2. FCC, Washington.

**Jan. 31**—FCC's deadline for comments on proposed changes in international radio regulations to be presented at 1979 World Administrative Radio Conference of the International Telecommunications Union. Issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government

## Major meetings

**Jan. 9-11**—Association of Independent Television Stations (INTV) fourth annual convention. Fairmont hotel, San Francisco.

**Jan. 23-26**—National Religious Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

**Jan. 25-28**—National Association of Broadcasters winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

**Feb. 6-8**—Public Broadcasting Service annual membership meeting. Hyatt Regency hotel, Atlanta.

**Feb. 12-16**—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

**March 27-30**—National Association of Broadcasters annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively April.

**April 17-20**—National Cable Television Association annual convention. Conrad Hilton, Chicago.

**April 27-May 1**—American Women in Radio and Television 26th annual convention. Radisson Downtown hotel, Minneapolis.

**May 18-21**—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**June 2-4**—Associated Press Broadcasters annual meeting. Chase-Park Plaza, St. Louis.

**June 11-15**—American Advertising Federation annual convention and public affairs conference. Hyatt Regency hotel, Washington.

**June 12-16**—Broadcast Promotion Association 22d annual seminar. Beverly Hilton hotel, Los Angeles.

**Sept. 15-17**—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

**Sept. 18-21**—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

**Oct. 2-6**—National Radio Broadcasters Association annual convention. Palmer House hotel, Chicago.

**Oct. 23-26**—Annual meeting of Association of National Advertisers. The Homestead, Hot Springs, Va.

**Nov. 14-16**—Television Bureau of Advertising annual meeting. Hyatt Regency hotel, San Francisco.



needs (Docket 20271). Replies are due Feb. 21. FCC, Washington.

## February

■ **Feb. 1**—*Television Bureau of Advertising* regional sales seminar. Benson hotel, Portland, Ore.

**Feb. 1**—Deadline for entries for Janus Awards of *Mortgage Bankers Association of America*, conferred annually for excellence in financial news programming during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBAA, 1125 15th Street, N.W., Washington 20005; (202) 785-8333.

**Feb. 2-3**—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York, (212) 697-5950.

■ **Feb. 3**—*Television Bureau of Advertising* regional sales seminar. Marriott, Denver.

**Feb. 4**—FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due March 16. FCC, Washington.

**Feb. 4-6**—*American Women in Radio and Television's* national board of directors meeting. Hyatt Union Square, San Francisco.

**Feb. 6-8**—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

**Feb. 6-11**—*Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation*; Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo. Contact: IPL, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

**Feb. 7-8**—*American Women in Radio and Television's* educational foundation board of trustees meeting. Hyatt Union Square, San Francisco.

**Feb. 8-19**—Seventeenth *International Television Festival of Monte Carlo*. Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

**Feb. 9**—*Ohio Association of Broadcasters* legislative dinner. Columbus Sheraton, Columbus.

**Feb. 9-11**—*Public Broadcasting Service* annual programming conference. Hyatt Regency hotel, Atlanta.

**Feb. 10-11**—*Arkansas Broadcasters Association* winter convention. Camelot Inn, Little Rock.

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami.

■ **Feb. 15**—*Television Bureau of Advertising* regional sales seminar. Houston Oaks, Houston.

**Feb. 16-19**—International Conference on film, theater, video of *Center for Twentieth Century Studies*. The University of Wisconsin, Milwaukee. Contact: Michel Benamou, director, CTCSS, P.O. Box 413, Milwaukee 53201.

■ **Feb. 17**—*Television Bureau of Advertising* regional sales seminar. Sonesta hotel, Atlanta.

**Feb. 17**—*Southern Baptist Radio and Television Commission* eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

■ **Feb. 17-18**—Workshop on financial and legal problems of investing in the mass media, covering broadcast stations, cable, domestic satellite and earth stations and sponsored by *Seminars Inc.*, New York. New York Sheraton, New York. (Other workshops will be held Feb. 24-25 at the Greenbrier, White Sulphur Springs, W. Va., and March 10-11 at the Fairmont hotel, San Francisco.

**Feb. 17-19**—Winter convention of *Colorado Broad-*

*casters Association*. Four Seasons motor hotel, Colorado Springs.

**Feb. 17-20**—*Howard University School of Communication's* sixth annual communications conference. Mayflower hotel, Washington.

**Feb. 18-19**—*Georgia Cable Television Association* annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV; (404) 857-2551.

**Feb. 20-21**—*Associated Press Broadcasters* board of directors winter meeting. Westward Look, Tucson, Ariz.

**Feb. 21**—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

**Feb. 22**—*Tennessee Association of Broadcasters* legislative reception. Nashville.

**Feb. 25**—North Carolina Farm Press, Radio and Television Institute of *N.C. Farm Writers and Broadcasters Association*. Sheraton-Crabtree, Raleigh.

■ **Feb. 28**—Revised date for start of *Federal Trade Commission's* public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10. FTC building, Washington.

## March

**March 1**—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

**March 1**—Deadline for radio and television entries in annual competition for Gavel Awards of the *American Bar Association* for programming "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

■ **March 1**—*Television Bureau of Advertising* regional sales seminar. MGM Grand hotel, Las Vegas.

**March 2**—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*. Century Plaza hotel, Hollywood.

**March 2**—*Council of Churches of the City of New York's* 13th annual broadcast awards luncheon. Americana hotel, New York.

**March 2**—FCC's deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1. FCC, Washington.

**March 3**—*Television Bureau of Advertising* regional sales seminar. Hyatt Regency O'Hare, Chicago.

**March 4-5**—*NBC Forum* to examine American political process and how it can be improved (BROADCASTING, June 28). Staller Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

**March 8**—*New York State Broadcasters Association* 23rd annual membership meeting. Americana Inn, Albany.

**March 8**—*New York State Broadcasters Association* annual legislative reception. The New York State Museum, Albany.

**March 18-19**—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

**March 20-23**—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by *Data Communications Corp.*, Memphis. Hilton hotel, Memphis.

**March 26-27**—New York State second annual video conference. Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

**March 27-30**—*National Association of Broadcasters* annual convention. Washington.

**March 27-30**—Ninth annual international conference of *The International Industrial Television Association*. Staller-Hilton hotel, Washington.

**March 29**—*Ohio Association of Broadcasters'* "Salute to Congress" dinner. Hyatt Regency, Washington.

■ **March 29**—*Tennessee Association of Broadcasters* legislative breakfast. Rayburn building, Washington.

## April

**April 1-3**—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

**April 14-15**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Chicago.

**April 17-19**—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

**April 18-21**—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

**April 20-21**—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

■ **April 20-21**—*Television Bureau of Advertising* retail workshop. Biltmore hotel, New York.

**April 20-22**—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

**April 22-24**—*National Association of Farm Broadcasters* South Central regional meeting. Hilton Inn, Amarillo, Tex.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

## May

■ **May 1-3**—*Chamber of Commerce of the U.S.* 65th national annual meeting. Washington.

**May 3-7**—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

■ **May 4-6**—*Washington State Association of Broadcasters* spring meeting. Rosario Resort hotel, Orcas Island.

■ **May 12-15**—Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

■ **May 15-18**—*National Retail Merchants Association* annual sales promotion conference. Hilton hotel, Atlanta.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 19-21**—*Kansas Association of Broadcasters* annual convention. Ramada Inn, Topeka.

**May 25-27**—*Ohio Association of Broadcasters* spring workshops. Kings Island Inn, Ohio.

## June

**June 2-4**—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

**June 2-5**—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.

■ **June 7-11**—*Texas Association of Broadcasters* summer convention. Hilton Paladio del Rio, San Antonio.

**June 11-15**—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

## Just part of it

EDITOR: I think that it's about time to blow the whistle on some of the large corporations whose names we all have on station equipment. In particular, I am speaking of the pricing policies on replacement parts.

One of the largest manufacturers is the worst offender. We had a blower motor give out on the FM side. In searching for a replacement, we had no luck. There was no direct replacement available. The manufacturer was more than happy to sell us a new blower motor *with* the blower for \$330.90 plus shipping. It would not sell the motor alone. After many phone calls, we found one helpful secretary in a small Ohio firm that was able to order the exact motor for us at a price of \$40.

They have tried to charge \$85 for an RF probe that we made ourselves for \$5. They have charged \$58 for a diode bridge that we made for \$3. Another firm charged \$50 for a switch assembly that consisted of four switches, a metal bar and four 12-inch pieces of wire.

Most of the time standard parts could be used, except it is cheaper to replace.—*Edd Monski, station manager and chief engineer, WRBJ-AM-FM St. Johns, Mich.*

## Called on a cartoon

EDITOR: Regarding your Dec. 13 cartoon: wake up.

As an engineer, I have worked with many directors who were using a new set or a nonstandard arrangement of a regular set. Each time, the director came down to the studio floor and inched over a chair or moved a plant or rotated a desk, working for camera angles. Every time I have worked in this situation, the director has been a man.

So instead of making a cartoon of a harebrained woman who looks to me like she is supposed to be a director driving stagehands batty with indecisiveness, try this. Cut off her hair, flatten her chest, put her in pants. You no longer have a parody. You have an accurate representation of a director doing his job.—*Deborah Wexler Katell, engineer, WXYZ-TV Detroit*

EDITOR: I usually enjoy the cartoons found on the editorial page. However, after seeing the Dec. 13 cartoon, I feel I must protest in the strongest terms. One of the major reasons for not finding more women in upper-level positions at most television stations is the prevalence of this sort of blatant sexism as exemplified in your cartoon. As one who is just graduating and preparing to move into the broadcasting industry, I hope that we who will control

and shape the industry in the future will be able to rid ourselves of such arcane and outdated biases.—*James L. Holle, Ohio University, Athens.*

## Taking up a collection

EDITOR: Your "Nonevent" editorial (Oct. 4) and Mark Kellner's response in "Open Mike" (Oct. 18) were particularly interesting because WSPX-TV, licensed to Pennsylvania State University, has been at work for seven months in an effort to do something about the fact that "broadcasting hasn't honored stamp collecting."

We are in a fortunate position for correcting this situation. State College, Pa., might well be thought of as a national headquarters of philately. It is the home of Penn State, the American Philatelic Society, the American Philatelic Research Library, the sales division of the Society of Philatelic Americans and the Mount Nittany Philatelic Society.

Early this year we recognized that here was the perfect blend of philatelic, academic and media know-how for producing a television series for stamp collectors. We have been working since with a team of philatelic experts in developing plans for the series.

Mr. Kellner's letter underscores our belief that such a series will be well received by the millions of stamp collectors throughout the country.—*Robert C. Dudley, assistant director of broadcasting, noncommercial WPSX-TV Clearfield, Pa.*

## Missed

EDITOR: E.H. (Hank) Clay, who died at the age of 49 [BROADCASTING, Dec. 20] was one of the pioneers of television audience measurements, being a principal in Coffin, Cooper & Clay, which merged with Jim Seiler's American Research Bureau (ARB) in the late 50's.

Working with the major advertisers and agencies, Hank was instrumental in pioneering the broad demographic categories that are taken for granted by a generation of media analysts.

His keen, analytical mind quickly cut through extraneous or obfuscating "researchese," and he was one of the few men I knew who was capable of a "yes" or "no" answer to some extraordinarily sticky questions.

In recent years, he turned his talents to the station brokerage business, but I am most proud of our decade together at ARB and later Clay & Welsh.—*R. D. Welsh, executive media director, Albert Jay Rosenthal & Co., Chicago.*

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*Bringing people to people.* Through "Who's Who," a gallery of living portraits on the CBS Television Network. It's an hour-long program on Tuesday nights, starting January 4.

"Who's Who" focuses on humanity's first interest—human beings. It spotlights newsmaking people of the week, zooming in for three or four vivid close-ups. Of people well-known and unknown, and as diverse as a world-famous comedian, a soldier-diplomat, a black debutante, a presidential aide, a star athlete, and an ex-convict. Their responses, looks, and reflections reveal who they are...the things they make happen and that happen to them...the interests they live for and beliefs they live by...the people they have looked up to and others they serve as examples.

The program, produced by CBS News, both extends and compresses the art of portrayal. It is brisk, bright, and personal. It borrows the techniques of television's most successful investigative program—"60 Minutes"—while highlighting personalities, experiences, and convictions.

To sharpen the delineation of its subjects, "Who's Who" employs three accomplished journalists: Dan Rather, on-air editor-in-chief, with his reporter's gifts for encouraging self-portrayal...Charles Kuralt, with the folk-warmth of "On The Road" and his talents for searching out "real" people...Barbara Howar, broadcaster and author, who adds engaging talk and cool insight from her news base in Washington.

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**CBS NEWS**

## Top of the Week

### Books close on biggest year as bigger one is in prospect

**Strong gains seen continuing for both radio and television**

Radio and television are headed for another golden year in 1977, following a "bonanza" 1976.

This assessment was offered last week by Richard P. Doherty, broadcasting economic consultant and president of Television-Radio Management Corp., Dennis, Mass., in his annual review and forecast of the economic trends in the broadcast industry.

Mr. Doherty noted that 1976 was an abnormal year in terms of billings advances and estimated that increases would not be so striking in 1977. But he projected that for the majority of TV and radio stations, there would be a 10% to 14% jump in revenues, with radio's gains running from 8% to 10% and TV's from 12% to 14%.

He was even more sanguine over prospects for separate and/or independent FM stations as a group, pegging their 1977 jump at 25% to 30% over 1976.

Coming off such an outstanding year in 1976, the 1977 projections are impressive, according to Mr. Doherty, but "it would be statistically and economically absurd" to assume that 1977 would duplicate 1976 increases in either radio or TV station revenues and profits.

"Nevertheless, I predict that 1977 will generate another revenue growth year in both the radio and TV sectors," Mr. Doherty asserted. "The national economy is not going into a downward recession but, rather, is going to move into a modestly revived recovery which will likely improve progressively after a slow first quarter."

In releasing the results of his company's annual cross-section sample station survey, Mr. Doherty corroborated what has been known for some time—television and radio enjoyed their peak year in 1976. He said 1976 was the nonpareil year in terms of total industry and average station dollar volume of advertising revenues—per average station's percentage annual increase in revenues and per station profit margin.

Mr. Doherty estimated that total radio

station revenues rose by approximately 16% to 18%, with national-regional expenditures climbing by 18% to 20% and local revenues by 15% to 17%.

Mr. Doherty's survey in television indicates that stations enjoyed their "largest single year-to-year percentage rise in total revenues, from all sources, over the past 10 to 15 years with an approximate advance, over 1975, in the range of 23% to 25%." He placed the increases over 1975 of TV national spot at 30% to 32% and of local TV at 20% to 22%.

"Even average TV station network affiliate revenues, which have been in the doldrums for several past years, rose by about 4% to 6%, 1976 versus 1975," Mr. Doherty estimated.

He emphasized that during the past 10 to 15 years, only the 1972 TV station revenue rise of 16% came close to matching the 1976 growth pattern, and added: "However, it should be recalled that 1972 was the 'rebound' year from 1971 in which TV had its only yearly decline in revenue, primarily because of the demise of all broadcast cigarette advertising," Mr. Doherty observed. "Incidentally, 1971 versus 1970 was the only year in the commercial history of television that this sector of broadcasting ever experienced a negative growth. Despite this one-year dip, TV station total net broadcast revenues rose by 46% in the five-year period from 1970 to 1975."

He attributed the 1976 boom in television and radio advertising revenues to a combination of circumstances and factors: the over-all national economy continued in the recovery cycle which started in the summer of 1975; all media advertising rose to a new high level of between \$32 and \$34 billion and radio and TV grew even more proportionately than other media; corporate profits showed about a 35% growth and, historically, total advertising—including TV and radio—has increased when corporate profits climb; the increasing use of institutional advertising in 1976 benefited broadcasting, particularly TV; 90% to 95% of TV stations and 60% to 65% of radio stations raised their rates in 1976, with Mr. Doherty noting that few stations had raised their rates during the 1973-75 recession so that 1976 hikes were in the nature of "catch-up" increases.

Mr. Doherty said his company's survey revealed that the average TV jump in rates was between 20% and 25% in the national sector and 15% to 18% in local. In radio, he said, the average station rise was between 10% and 12% for both national and local rates for the 60% to 65% of AM-FM stations that imposed higher 1976 rate

**Back to the drawing board.** FCC officials now say the six-month closed season on new AM's and FM's, which ended last Friday (Dec. 31, 1976), didn't work. They're still working on AM applications from last February and haven't even dented the mountain that came in June before the start of the freeze. "We're pretty much caught up on FM's," one official says, but most of the AM's "are still in the engineering department." Other commission people say that, while they don't expect a great flood of new applications now that the freeze has been lifted, there is still a "serious" backlog of applications. No one at the FCC is talking about extending the closed season, however. Of the 572 applications received in June, only about half (the FM's) have been acted on. At least one official is not that disturbed about the build-up. He calls the June applications "anticipatory" and thinks the number reflects applications for "the next 18 months to two years."

schedules.

"As a broadcast economist, I suggest that in 1976 the average-typical VHF television station achieved its highest profit margin—net operating income before taxes to net broadcast revenues—which will likely and probably be achieved over at least the next five to 10 years. Most TV stations should continue to expand their total dollar profits but definitely not at the 1975 to 1976 rate of growth. Hence, with normal operating costs trending upward, future profit margins, in most cases, will be less than those of 1976 even though station dollar revenues and dollar profits should continue to rise. The exceptions will primarily be among the UHF television stations where an increasing number of operations should henceforth enlarge their currently low profit margins."

He emphasized that for 1976 there were wide discrepancies between individual station revenues and profits. Based on his company's survey, he said, local advertising changes ranged, per station, from minus 23% to a plus 53% while national spot ranged from a minus 16% to a plus 200%. In television, local advertising revenues, per station, rose by the 2% low extreme to a 42% maximum; national spot, per station, fell within the "high-low" range of 5% to 68%.

For the long term, Mr. Doherty forecast a continued year-to-year annual growth in dollar advertising for both radio and television for at least another five to seven years. He estimated there would not be a single year's percentage decline.



## Outsider further confuses Olympics rights situation

**Trade organization announces 'protocol' with Russians for TV deal after networks back out of individual negotiations**

"As the man with the connections in Russia, Oztemel takes a back seat to no one." That is how a magazine profile once described Ara Oztemel, 50-year-old founder and chairman of the board of Satra (Soviet American Trade) Corp. Satra, a New-York-based trading company, claims to have signed away U.S. television rights to the 1980 Olympic Games in Moscow from all three TV networks. The magazine's description may have been prophetic. Then again, it may not.

Apparently no one but Satra and the Russians know exactly what agreement has been reached—and neither is telling. Mr. Oztemel, in a brief written statement, would say only that Satra had signed "a protocol calling for long-term cooperation with the USSR Olympic Organizing Committee." A Satra spokesman later explained that a protocol is a standard "preliminary" document used in trade with Russia to confirm "a general agreement without all the details."

The Soviet Olympic Committee told the Associated Press in Moscow that a "cooperation agreement" had indeed been signed with Satra, but added that "the rights have not been sold to anyone."

ABC, NBC and CBS discontinued negotiations with the Russians on Dec. 16 (BROADCASTING, Dec. 20, 1976) in frustration over demands of \$50 million for production and technical assistance and reports that the rights might be pegged at another \$50 million, for a total of four times what ABC paid in Montreal in 1976. Executives at CBS and ABC openly discounted the Satra deal (NBC has declined comment), and lawyers for all three networks are drafting an inquiry to the Justice Department to determine whether a three-way pooling arrangement for coverage would violate antitrust laws.

"I don't put a great deal of water in the Satra story," said CBS-TV President Robert Wussler. "I think they may very well have some kind of agreement, but I don't think it's to televise the 1980 Olympic games." Mr. Wussler speculated that the agreement between Satra and the Russians might be contingent on the failure of any one or all three networks to finalize a rights deal.

Whatever the status of the negotiations, there appears to be plenty of time—and room—for maneuvering. A spokesman for the U.S. Olympic Committee said a final settlement for the broadcast rights may technically be signed as late as opening day of the games, now set tentatively for July 19, 1980. Final approval of any agreement accepted by Moscow must also be gained from the International Olympic Committee.

TO PAGE 21

## In Brief

- FCC's Broadcast Bureau—which has been developing **criteria to determine where VHF drop-ins are feasible**—has narrowed search to eight markets. Four appear to meet staff's eligibility criteria: Charleston, W.Va.; Johnstown, Pa.; Knoxville, Tenn., and Salt Lake City. Four other markets reportedly being considered are Davenport, Iowa; Sioux Falls, S.D.; Wichita, Kan., and Milwaukee. Bureau continues analyses of these cities and will research other possible markets in report to FCC.
- **CBS has streamlined** its top corporate staff and set up School of Management under plans announced by John D. Backe, new CBS Inc. president ("Closed Circuit," Dec. 20, 1976). Under new set-up, company's four operating group presidents and six principal staff officers will report to Mr. Backe. Among departments no longer reporting directly to him are: economics and research (headed by David Blank); facilities (Clarence Hopper, who will retire), and technology (Harry Smith). In addition, office of executive assistant to president, which has been held by Don Gull, is being phased out. **Gene F. Jankowski**, formerly VP/controller, is now VP/administration handling facilities and personnel as well as new management school.
- It's first time presidential inaugural event will be nationally televised with commercial sponsorship ("Closed Circuit," Dec. 6, 1976). CBS, for price of \$1 million bought exclusive rights to "**New Spirit Inaugural Concert**," Jimmy Carter's inaugural eve (Jan. 19) entertainment gala, and will broadcast it (delayed two hours) from 9 to 11:30 p.m. One-quarter of money goes to nonprofit inaugural committee, rest to production costs (about \$600,000) and producers: James Lipton Productions, N.Y., and Time/Life Television. To be staged at Washington's Kennedy Center, show's stars will include Chevy Chase, frequent President Ford satirist when he was with NBC's *Saturday Night Live*, who will turn his barbs on Jimmy Carter.
- Congressional Black Caucus is petitioning FCC for **new minority ownership policy**. Petition calls for "substantially lower sales prices" to buyers with 50% racial minorities in renewal and revocation cases.
- New Haven, Conn.-based **Broad Street Communications Corp.** has sold its 36,000 subscriber CATV subsidiary, **Covenant Cable TV**, to Mid New York Broadcasting Corp. for price said to be in excess of \$10 million. Broad Street is divesting itself of cable interests, it said, to begin "greater concentration within the broadcast field." It owns five radio stations, has another acquisition pending FCC approval. Mid New York owns WKTV-TV and cable system in Utica, N.Y., and WMTW-TV Poland Spring, Me. Covenant systems are in Millville, N.J., Greensburg, Pa., and Port Huron, Mich. **Another \$10 million-plus sale** was announced by Buford Television Inc., Tyler, Tex.-based group broadcaster, cable operator, which has purchased **Valley Cablevision**, South Bend, Ind., from Truth Publishing (*South Bend Tribune*) and Michiana Telecasting (WNBU-TV South Bend). Deal involves 10 franchises in South Bend area with approximately 30,000 subscribers. Broker for Covenant sale was Daniels & Associates, which also represented Buford and which is expected to manage Valley systems. R.C. Crisler Co. represented sellers in Valley deal.
- **Ogilvy & Mather**, New York, has agreed to acquire **Cole & Weber Inc.**, Seattle, with latter agency retaining own name and management. Ogilvy had worldwide billings of about \$640 million in 1976, with domestic broadcast expenditures of \$193 million. Cole & Weber billed estimated \$33 million last year (about \$13 million in TV-radio).
- Noncommercial WETA-TV Washington will originate live coverage for Public Broadcasting Service of four to six **Senate confirmation hearings** of President-elect Jimmy Carter's cabinet appointments. Coverage will be anchored by Paul Duke. Station will also provide 60- and 90-minute excerpts for evening airing by PBS stations.
- Central Virginia Educational Television Corp. has requested that FCC **reallocate channel 14 from Washington to Fairfax, Va.**, suburb of Capital. Company hopes to establish high-power noncommercial station there. Channel is now licensed to central Virginia's WNVN-TV Goldvein, Va., as booster, and was formerly operated as WOOK-TV and WFAN-TV. Central Virginia also operates WCVE-TV and WCVW-TV, both Richmond, Va.



Pierce



Swafford



Crystal

- **Frederick S. Pierce**, president of ABC Television, has been put in charge of all of ABC's TV operations under consolidation that goes into effect today (Jan. 3). Move gives him supervision of ABC News (headed by William Sheehan) and ABC broadcast operations and engineering (Julius Barnathan) as well as divisions that already reported to him: ABC Sports (Roone Arledge), finance and planning (Mark Cohen), ABC-TV network (James E. Duffy), ABC owned TV stations (Richard A. O'Leary) and ABC Entertainment (Fred Silverman). Mr. Sheehan and Mr. Barnathan formerly reported to ABC Inc. President Elton Rule. Their divisions will continue to provide radio as well as TV services and Mr. Sheehan will work closely with Harold L. Neal Jr., president of ABC Radio, on radio news.
- **Thomas J. Swafford**, long-time broadcast executive most recently CBS-TV vice president for program practices, is expected to join National Association of Broadcasters on or about Jan. 10 in new post, **senior VP for public affairs**. Position will embrace both public relations and expanded code responsibility, including activity of NAB Code Authority. There's likelihood that **Stockton Helffrich**, director of Code Authority, with offices in New York, will relinquish that assignment but remain consultant to association, with **Jerome G. Lansner**, now assistant director, succeeding to general management of code activity. Mr. Swafford was first mentioned for senior NAB position last summer ("Closed Circuit," July 19, 1976), has been considered for range of assignments as NAB's new management structure evolved. Compensation is reported in mid-fifties.
- **Lester M. Crystal**, executive producer, *NBC Nightly News*, New York, elected VP, special programming, NBC News, New York, replacing **Alvin H. Perlmutter**, who remains VP, NBC News, with immediate responsibility as executive in charge of NBC's March forum on electoral reform. Crystal move is seen as effort to beef up documentary unit. **Joseph Angotti**, producer, *NBC Nightly News*, New York, appointed executive producer.
- **Wayne Vriesman**, VP-news director, KWGN-TV Denver, and newly elected president, Radio Television News Directors Association (BROADCASTING, Dec. 20, 1976), appointed director of news, co-owned WGN Continental Broadcasting, Chicago, licensee of WGN-AM-TV there. He succeeds **Charles Harrison**, resigned. Mr. Harrison's future plans are unannounced.
- **Monte G. Newman**, station manager of WNBC-TV New York, appointed station manager, WRC-TV Washington, D.C. (both NBC-owned outlets). He succeeds **J. Taber Bolden Jr.**, named VP, station affairs, NBC Television Stations Division.
- Attorneys for **Frankie Crocker**, disk jockey and program director, WBLS(AM) New York, say Mr. Crocker will almost certainly appeal Dec. 21 **conviction of perjury**. U.S. District Court jury in Newark, N.J., said Mr. Crocker lied in testimony he gave in September 1975 to grand jury investigating record-industry payola. Judge Frederick B. Lacey of U.S. District Court will hand down sentence (up to five years in jail and/or \$10,000 fine) after New Jersey probation department makes its report, probably in six weeks or so.
- Among last flourishes of Ford administration: presentation of Presidential Medal of Freedom to 21 Americans, including **Ladybird Johnson**, widow of former President who has broadcast and cable interests in Texas (KLBJ-AM-FM Austin) and elsewhere, and **Lowell Thomas**, now-retired CBS Radio commentator who is major stockholder in Capital Cities Communications.
- **Hazel Hardy**, 32, director of corporate information for ABC Inc., New York, died Tuesday (Dec. 28, 1976) in Beth Israel hospital in New York, of cancer. She had been with ABC since 1973, previously was in publicity and public relations with Westinghouse Broadcasting Co. and NBC, and was reporter in BROADCASTING New York bureau for three years. Survivors include her husband, Joseph; her parents and sister. Scholarship fund in her memory is being established at William Smith College, Geneva, N.Y.

tee. And even if Satra wins the rights, a large question exists as to what exactly it would do with them.

Satra's original announcement from Moscow indicated that the company acted as a representative for two unnamed New York Stock Exchange companies, both involved in the entertainment and broadcast business. But John J. Kapstein, president of Satra Films & Special Projects Corp., later was quoted publicly as saying that Satra represented only itself.

At the same time, Mr. Kapstein, 58, confirmed that Satra had contacted Viacom International—an operator of cable-television systems and syndicator of off-network reruns and first-run syndicated programs—as well as Metro-Goldwyn-Mayer.

According to Ralph M. Baruch, president of Viacom, discussions with Satra related only to the possibility of Viacom acting as an adviser in distribution. Mr. Baruch said that, as far as he was concerned, pay television would not be used to air the games, because any attempt to do so would be prima facie evidence of siphoning from free television. MGM refused comment, referring all inquiries about the Satra connection back to Satra. And Satra would say only that "our representatives are returning shortly from Moscow and we will provide further details concerning the protocol at a later date."

Just how much experience Satra has in the entertainment and broadcast fields is unclear. Mr. Oztemel's written statement said that "for 25 years, Satra has been a major factor in US/USSR trade, including the entertainment industry. Our Films and Special Projects Division was responsible for bringing Soviet films to the United States, including the Academy Award-winning 'War and Peace.'"

Satra has dealt primarily in hard goods—minerals, metals and alloys and, more recently, trucks, machinery and automobiles. The company also provides consulting services for businesses wishing to trade in Eastern Europe. A Satra spokesman said the company has made approximately \$1 billion in purchases from Russia in its 25 years in business, and that in 1975 it realized an approximate \$2 million in profit from \$140 million in sales.

In 1974, Mr. Oztemel (a Turkish-born Armenian and naturalized American citizen) told *Dun's Review* that he had developed close working relationships with the Soviet minister of trade, all nine vice-ministers and at least 50 of the 60 heads of the Soviet trade organizations.

■ House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) stepped into the Olympics fray with a letter urging the Justice Department to grant a temporary waiver to permit the networks to engage in "limited pooling operations" for televising the 1980 games. In a letter to Assistant Attorney General Donald I. Baker, the congressman said the subcommittee's interest is not in making the networks or any other firm the "chosen instrument" to provide coverage, but rather in "assuring that the public will have an opportunity to view the games."



# Westinghouse petition draws another round of comments

In replies filed at FCC, proposed inquiry into network-affiliate relations is defended by Group W, attacked by CBS and NBC

Westinghouse Broadcasting Co. got the chance to defend itself; CBS Inc. took the opportunity to attack proposals by the Justice Department, and others expressed concern over the possibility of FCC involvement in network-affiliate contracts as the commission received reply comments to Westinghouse's rulemaking petition seeking an inquiry into network practices (BROADCASTING, Sept. 6, 1976).

Westinghouse charged that earlier comments from the three commercial networks "largely ignored" the main contention of the proposal: that the networks "have gradually increased their power and influence to the point where they substantially dominate their affiliated stations, and through them, the entire television industry." It said that the networks instead addressed arguments that were not included in the rulemaking and "quarreled (particularly in the case of CBS) over minor alleged discrepancies in figures."

Although the "immediacy of the threat to affiliated stations has been alleviated" by the networks' decision not to expand their evening newscasts, Westinghouse said, "the basic issue as to the appropriate balance of network and local programming under our system remains unaffected."

Westinghouse dropped its request for a temporary freeze on the amount of regularly scheduled programming that the networks may furnish in any given daypart. But it added that it would reserve the right to ask for such relief once again "should circumstances change in the future."

In response to ABC and CBS allegations that there are errors in the petition regarding growth of network programming, Westinghouse said it rechecked its figures and is "satisfied that they are accurate." NBC said it increased its network programming a "miniscule 5%," in the past 16 years, Westinghouse explained. Westinghouse, however, claimed that NBC's growth has been 8% which, "while the smallest of the three networks, is certainly not miniscule—particularly when considered in light of the high starting point. . . . In the very tight situation which exists now, no increases can be considered miniscule from a station's viewpoint."

On the subject of prescreening of network programming by affiliates, Westinghouse asserted "we are not talking about a limitation of what shall or shall not be broadcast to the public, but rather, the opportunity for licensees to select programming."

Westinghouse also said it has not ig-



**Exchanging renewal thoughts.** They got no promises, but these broadcasters, all from radio stations within earshot of Representative Richard Ottinger's (D-N.Y.) district, had reason to think their three-hour parley with Mr. Ottinger might result in softening some of the antibusiness tone of the congressman's license-renewal legislation ("Closed Circuit," Dec. 20, 1976). Mr. Ottinger's bill, which was introduced in Congress last year and will resurface this year, is the citizen groups' ideal, drafted primarily in consultation with the United Church of Christ. Attending the Dec. 15 meeting at William O'Shaughnessy's wvox-AM-FM New Rochelle, were (standing l to r): Donald Zeifang, senior vice president, National Association of Broadcasters; Al Grosby, WFAS(AM)-WWYD(FM) White Plains; Francis Lough, WLNA(AM) WHUD(FM) Peekskill; Kenneth Harris and Martin Stone, WVIP-AM-FM Mount Kisco; Mr. O'Shaughnessy. Seated (l to r): Paul Most, WOBM(FM) Toms River, N.J., president, New Jersey Broadcasters Association, and Mr. Ottinger.

nored the economic advantages of affiliation, apart from compensation benefits. It said it has acknowledged the importance "of local commercial positions adjacent to and sometimes within network programs." However, it restated its concern that contracts do not provide for these positions and that the networks, "theoretically at least" could stop giving them. "It is this type of economic leverage in the contractual relationship that we find objectionable," Westinghouse said.

Westinghouse also said that "it is misleading for CBS to suggest that Group W is advocating commission regulation of rates to advertisers, or of compensation rates. This is not the case. Group W is not asking the commission to engage in rate-making or to determine with particularity what compensation levels might be most reasonable. It is asking the commission to review network compensation policies and the effect of these policies on its licensees."

Storer Broadcasting Co. expressed concern that "certain of the groups responding to the Westinghouse petition have seized upon its contents to propose wholesale structural changes in network economics as well as active commission intrusion into the rate-making and compensation-setting process." Storer said that "We do not think that Westinghouse intended this result or that its petition can fairly be read to suggest it."

It would be both a mistake "in law" and

"in policy" for the commission to begin an inquiry "which contemplates even the possibility" of such regulation, Storer said, adding that the marketplace is the proper guide for network-affiliate agreements in this area.

CBS challenged the assertions the Justice Department offered in its comments—claiming they "capsulize the two basic distortions put forth by Westinghouse." The first—"that, at the expense of their affiliates, the television networks have substantially increased their share of the broadcast revenues of the television industry"—CBS said, does not hold up. It said the networks' share has stayed virtually the same since 1964 and estimated the 1976 share could be the lowest of the past decade, "perhaps as low as 39.0%." In 1964, CBS said, the share was 39.7%.

The second distortion, CBS said, is that the networks have significantly increased the amount of programming they originate. CBS explained that since 1960, between 8 a.m. and 11:15 p.m., Monday through Sunday, the amount of CBS-TV regularly scheduled programming has decreased. And in order to show an increase, CBS continued, one must "reach out" to the "low audience time periods" of the *CBS Morning News* which begins at 7 a.m. weekdays and the movies CBS programs at 11:30 p.m.

As for Justice's suggestion that the proposed inquiry address the possibility of divestiture for network-owned-and oper-

ated stations, CBS said the basis for that idea is a "totally unsupported and unsupported" assertion that the networks' market share, profitability and station operations help them to "pre-empt program acquisitions," and distribute a disproportionate share of programming and gain a disproportionate share of revenues.

CBS said that Justice did not explain what it meant by the ability "to pre-empt program acquisition" and, in any case, program acquisition is a subject with which the FCC already has dealt.

It also said that Justice, by means of a consent judgment with NBC and still pending suits against CBS and ABC, "is pursuing its antitrust policies, for better or worse." CBS added that "suggesting a full-scale commission inquiry on 'program acquisition' while providing no factual basis, and seeking judicial avenues elsewhere on the same subject, is a bit of executive legerdemain that borders on harassment of both the regulator and the regulated."

NBC was also critical of Justice's comments and the inquiry in general saying, "What emerges from the entire exchange of comments is that no one has suggested any subject for broad inquiry that is not already well known to the commission as a result of extended and exhaustive examination of virtually every aspect of networking, including network ownership of stations. Certainly the Department's filings suggest nothing that now gives rise to a new inquiry."

NBC went on to say that the commission has already held that network ownership of stations is not anti-competitive and that such stations operate in the public interest with no abuses of conduct found or suggested in any of the filings.

King Broadcasting Co., in earlier filed comments, asked the FCC to dismiss the Westinghouse petition claiming that while networks may occupy a strong position, the affiliate-network relationship "is functional and is one which does involve the give and take of the usual negotiation process." King claimed FCC action in rate-making would not serve the public interest but "would only be directed to the private relationship between affiliated stations and their networks."

Plains Television Corp., Connecticut Television Inc. and Winnebago Television Corp., in a joint comment, claimed "we fear that the service levels of this mature [broadcasting] system will be compromised if the national networks are financially or otherwise weakened." And as UHF station operators, they said strong network service is especially important. The licensees also said the Westinghouse proposal might help a "handful of group owners" such as Westinghouse which are in large markets and also active in syndications. But for affiliates in general, they did not see any benefit.

Forward Communications Corp. agreed saying that Westinghouse is "in an unusual position" as a producer and syndicator by having independent VHF competition in only one of its five large markets.

## Worldvision rattles some chains in the syndicator's market

**Company asks the FCC to expand on Group W's petition to investigate networks to also include other broadcast groups; request is aimed at strengthening competition by limiting group ownership**

A comment filed with the FCC last November by Worldvision Enterprises Inc., New York, supporting Westinghouse Broadcasting Co.'s petition to investigate network powers could come back to haunt the initiator of the proceeding.

In its comment (BROADCASTING, Nov. 29, 1976), Worldvision, an independent syndicator, asked that the proceeding be expanded to include "proposals aimed at strengthening competition in the domestic syndication market and fostering greater diversity of programming."

"Chief among these proposals," Worldvision says, "should be the prohibition of domestic syndication by companies owning one or more television stations or CATV systems in the United States." Because of the nature of the comment, the FCC has reclassified it as a separate rulemaking petition, with comments due Jan. 13.

Worldvision claimed that the "acquisition of excess power in the distribution market by companies also engaged in exhibition tends to squeeze out independent syndicators."

According to Worldvision, the seven largest broadcasting groups involved in syndication through a division or wholly-owned subsidiary are Metromedia Broadcasting Co., Westinghouse, Taft Broadcasting Co., Spanish International Communications Corp., WGN Continental Broadcasting Corp., Hearst Stations and 20th Century-Fox. The two largest cable operators with affiliated syndicating operations were said to be Warner Cable Corp. and Viacom International Inc.

## Paramount buys Hughes

**Union is said to have been made mainly to get the latter's equipment and facilities**

The Paramount Pictures Corp. has bought out the assets of the Hughes Television Network—mainly, sources say, for its equipment and facilities.

"It's a good marriage," said Michael Eisner, president of Paramount Pictures Television, citing Hughes's facilities in New York for the production of commercials, its elaborate editing and dubbing equipment and its familiarity with leasing land lines and satellites for the transmission, particularly, of games played outside of the teams' home city—of various

sports—back to the teams' home cities.

Mr. Eisner and sources at Hughes downplayed any "fourth-network" plans. One source said Hughes has pretty much gotten out of the business of lining up stations for live transmissions of sports events and has instead focused on "the not very glamorous end of the business—working with tape, editing, dubbing, striking cassettes, the kind of stuff that will be useful to Paramount as a maker and distributor of TV shows."

Arthur Mortensen, the president of the Hughes Television Network, said he and his staff will continue in their present jobs at Paramount's request.

Industry sources estimated that Paramount is paying somewhere between \$2.5 to \$5 million for Hughes.

## FCC will conduct WGAL-TV hearing

**Commission will act on petition filed by Harrisburg feminist group against Steinman family's license renewal application, claiming owner has media concentration in area and also discriminates**

The FCC has designated for hearing the license renewal application of the Steinman family's WGAL-TV Lancaster, Pa. Purpose of the hearing is to determine facts regarding the licensee's conduct in relation to its co-owned newspapers there.

The commission's action stems from a petition to deny filed last year by Feminists for Media Rights, a local group which alleged excessive concentration of media control, lack of programming to serve women's needs and employment discrimination against women (BROADCASTING, July 7, 1975).

The FCC, however, said that the market structure in Lancaster does not require any divestiture of Steinman holdings. It noted that the city is part of the Harrisburg-York-Lancaster-Lebanon, Pa., market and aside from WGAL-TV, is served by WLYH-TV Lancaster-Lebanon, WSBA-TV York, WTPA-TV Harrisburg-York-Lebanon and WHP-TV Harrisburg. It cited other electronic media including WGAL-AM-FM Lancaster which has been transferred from Steinman to Hall Communications Inc. (BROADCASTING, Dec. 6, 1976).

The commission also said that WGAL-TV's over-all employment of "protected" groups has been within the zone of reasonableness from 1972 to 1976 and that FMR failed to show that WGAL-TV programming was not responsive to women or the community-at-large.

The hearing will delve into the relationship between WGAL-TV and the co-owned *Intelligencer Journal*, *News Era* and *Sunday News*. The issues, aside from whether renewal will serve the public interest, concern the selection and organization of the *TV Week* cover story and features in the *Sunday News*; use of reverse slugs (white



on black, instead of black on white) on show station listings in co-owned newspapers; the policy of charging stations for daily program listings. (While not included in the official announcement, Steinman is said to have admitted the program listing charge is the reason why only WGAL-TV offerings are listed.)

FCC Commissioner James Quello was the only dissenter in the action. In a separate statement, he contended that the commission has never defined abuses in this area and therefore licensees were never put on notice of them. He also held that the hearing process was not necessary, claiming that the commission had enough facts before it to make a decision.

## GAO finds fault with some of FCC's practices

**Report on commission criticizes current procedures involving stock ownership by employees, filing of financial statements and interest in regulated enterprises**

The FCC has been rapped by the General Accounting Office for permitting employees to keep prohibited stock ownerships in their households.

Three federal conflict-of-interest statutes, one contained in the Communications Act, prohibit FCC employees from having financial interests in companies regulated by the commission. But the FCC interprets those rules as not applying to employees' spouses, minor children or other relatives within the employees' immediate households, and the GAO uncovered 34 instances where such relatives held prohibited interests.

"Some of these interests were originally in the employees' names and to meet FCC's regulations were transferred, creating constructive interests," GAO said.

In GAO's opinion, these constructive interests (held in the immediate family) are wrong because the employee can still benefit from them. "Our position is that constructive financial interests present as great a potential for conflict of interest or the appearance of conflict of interest as do the interest directly held by the employee."

GAO's findings were published in a report requested by two congressmen—John Moss (D-Calif.) and Benjamin Rosenthal (D-N.Y.)—and released two weeks ago. Its conclusions are roughly similar to those in previous studies of 13 other agencies and departments: Enforcement of conflict-of-interest laws and the functioning of financial disclosure mechanisms need improvement.

The GAO report had other conclusions about FCC practice, among them:

- The commission does not have adequate criteria for determining which employees should file financial disclosure statements; GAO discovered 44 who had not been required to detail their holdings,

but who, in GAO's opinion, should have.

According to the report, 333 of the commission's 2,000 employees have to file financial reports. Those 333 are involved in decision-making roles directly affecting communications industries, and include hearing examiners; members of the FCC review board; GS-13's or above who head bureaus, divisions and other major units; GS-13's and above who are professional assistants to the commissioners, and GS-11's and above who supervise field offices.

- Clarification is needed in the definition of financial holdings which are deemed interests in "significantly regulated enterprises." GAO does not dispute the FCC's contention that employees should not be precluded from owning stock in companies that use licensed communications equipment only incidentally to the main trade—that use radios in delivery trucks or corporate airplanes for example. "FCC officials told us," GAO said, "that such a literal interpretation would impede FCC in employing experienced and qualified personnel."

Rather, the FCC argues, the conflict of interest provisions should apply only to companies whose main business is communications.

As recently as last year, the commission recommended to Congress legislation that would clarify the distinction between substantially and nonsubstantially regulated enterprises and would permit investment by FCC employees in mutual funds that do not concentrate in communications business. Such legislation has never passed, but GAO said it "appears desirable."

- In addition, GAO criticized the FCC for not having followup procedures (1) to make sure employees with waivers for proscribed ownerships are not participating in proceedings involving those businesses, and (2) to make sure employees who do not have to file financial statements do not acquire forbidden stocks.

The most critical finding, however, remained the one involving constructive ownerships. Of the 34 employees GAO found having constructive interests in prohibited firms, seven had interests that appeared questionable to GAO because they seemed in conflict with the employees' duties. And seven other employees had interests in firms that in GAO's opinion should have been on the FCC's list of prohibited companies, but were not.

As a remedy, GAO recommended that Congress amend the Communications Act to apply the conflict-of-interest prohibition to constructive interests.

## CBS drops copyright suit

CBS has dropped its long-standing lawsuit against Vanderbilt University in Nashville over the taping and distribution of the *CBS Evening News* for the university's TV news archives. Both parties agreed that "sweeping changes" in the revised copyright law signed by President Ford on Oct. 19 made the suit irrelevant.

Vanderbilt has taped evening news

broadcasts off the air from all three networks since 1968. CBS filed suit in December 1973, charging that the archive program infringed on the network's copyright, particularly because the university provided borrowers with abstracts and excerpts on specific subject matter within the broadcasts and because the networks feared borrowers might themselves duplicate the tapes.

The new law, which goes into effect Jan. 1, 1978, states that a library or archive may reproduce one copy of a work, and distribute it, as long as the copy available to the public is not used for commercial gain and is accompanied by a notice of copyright restrictions to the borrower. A further provision in the "fair use" section of the law, submitted by Senator Howard Baker (R-Tenn.), states that "reproduction and distribution by lending of a limited number of copies and excerpts by a library or archives of an audio-visual news program" shall not be prohibited.

## FCC takes another look at payola

**Commission will re-open hearings on allegations of illegal acts; officials won't confirm reports that they will investigate WOL**

The FCC is resuming its "payola-plugola" proceedings, begun in 1964 but never terminated. Although no date has been set for the new round of public hearings, Chief Administrative Law Judge Chester F. Naumowicz Jr. has been delegated broad authority to investigate allegations of illegal activities throughout the industry.

FCC officials refused to confirm reports that the new hearings will concentrate on payola allegations involving Sonderling Broadcasting's WOL(AM) Washington. James Kelsey, general manager of that station, did say, however, that the "FCC has been checking our logging tapes—but that was six months ago." He denied the published reports that WOL was being investigated, saying that he had received no notice from the commission that it was looking into the practices of his station.

WOL's attorney, Benedict Cottone, called the new investigation "purely an investigatory hearing." Mr. Cottone said that, while the FCC may be looking into the practices of some WOL disk jockeys and of DJ Productions (a newly disbanded concert promoting firm owned by some WOL disk jockeys), "WOL is purely ancillary to the whole investigation."

In a telephone interview, Egmont Sonderling, owner of WOL, confirmed Mr. Kelsey's statement that the commission has the station's logs and tapes for the past year. He said the government had requested and received the station records in April 1976, "and we haven't heard from them since." He said that the charges the FCC appears to be looking into are "allegations that WOL DJ's have done something wrong—not the station." He

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### RADIO

I: Network produced programs. II: Programs produced by network-owned stations/group produced programs. III: Programs Produced by other stations in the top 10 metro areas. IV: Programs produced by stations in metro areas 11-50. V: Programs produced by stations in metro areas 51 and over. VI: Educational/Public Broadcasting.





called the published reports of allegedly illegal activities at the station "outrageous, irresponsible reporting."

The reports of the FCC's interest in WOL appeared in Washington newspapers over the Christmas weekend. They raised charges that some WOL DJ's, through DJ Productions, had received payment from Cellar Door Productions and Dimensions Unlimited, Washington's two largest concert promoters, in return for on-air promotion of musical groups appearing at Washington's Capital Center. The stories said the FCC was "particularly fascinated" by a \$14,000 payment to DJ by Dimensions involving a 1975 appearance by the music group Earth, Wind & Fire.

Bob Bennett, a WOL DJ and a former partner in DJ, denies that the payment was made in return for on-air promotion of the concert. According to Mr. Bennett, Dimensions had compelled DJ to take the payment for Earth, Wind & Fire's Washington contract. Mr. Bennett said that they could not book the group in the Capital Center without selling the contract to Dimensions.

Although the FCC has refused comment on specific points in its investigation and the role, if any, of WOL in it, officials with the commission did say that it would be studying charges of illegal practices "at more than one station." No stations anywhere, according to the FCC, have yet been contacted concerning the investigation. The commission should go public with some of its preliminary work in a couple of weeks.

The new hearing, unlike the original hearings, will be public. But the commission did say it would close the new hearings, too, if it believes such an action is warranted. Those original hearings were said to have led to the convictions of two disk jockeys at WBNX(AM) and WHOM(AM) both New York, and an FCC reprimand of KFWD(AM) Los Angeles.

## Sticks and stones are thrown by Safer

CBS newsman Morley Safer opened his Dec. 19 *Journal* broadcast on the CBS Radio Network with the comment that "there is an unwritten rule in this kind of work that you don't go around criticizing or reviewing other reporters' work ... at least not publicly."

His boss, CBS News Director William Small, apparently agreed with that portion of the four-minute script—and little more of it. Mr. Safer went on to make a vehement attack on ABC's Barbara Walters for her handling of a Dec. 14 television interview with President-elect and Mrs. Jimmy Carter. After the attack was widely reported in the press, Mr. Small called Ms. Walters to offer a personal apology.

Mr. Small said that his apology "also represented the feelings of Richard Salant [President of CBS News]," according to a CBS spokesman. Ms. Walters said that she had declined an offer from Mr. Small to present a rebuttal in place of Mr. Safer's

next scheduled *Journal* broadcast on Sunday, Dec. 26.

Mr. Safer had justified his criticism of Ms. Walters by saying during the broadcast that she had "effectively withdrawn herself from the profession of journalism, so she is fair game." He deplored what he considered to be the show-business style of her program, and was especially scathing in reaction to Ms. Walters' closing comment to President-elect Carter—"Be wise with us ... be good to us. ..."

"There she was," Safer said, "the first American female Pope blessing a new cardinal. What on earth was she doing? What right does any reporter have to issue such benedictions?"

Ms. Walters responded that she felt her comments were appropriate to the personal tone she was striving for in the interview.

Journalism or not, the Walters approach worked: The special led the competitions' offerings with a 36 share of the audience and tied with ABC's *Barney Miller* as the 14th rated show of the week.

## FCC stops taking fees, starts deciding what to do on refunds

**Commission again asks for help from Congress as it begins task of figuring who gets how much back**

In the wake of last month's court decisions invalidating the FCC's fee schedules (BROADCASTING, Dec. 20, 1976), the commission has suspended, effective Jan. 1, the collection of all fees and has set to work to determine the legal and administrative implications of fee refunds and the extent to which they will be necessary.

The suspension comes in the wake of four decisions by the U.S. Court of Appeals in Washington ordering the commission to return a portion of the fees collected under a 1970 fee schedule. The court also found the commission's 1975 fee schedule defective (BROADCASTING, Dec. 20, 1976).

The amount of refunds to be made remains unknown. The commission said it would make them as soon as possible

**Back on top, for a moment.** After 12 weeks of also-ran status, CBS-TV won its first Nielsen week of the prime-time season Dec. 13-19. It scored a 19.9 rating to ABC's 19.0 and NBC's 17.9. But for the week of Dec. 20-26, when overall viewing levels were down markedly (a traditional occurrence at Christmas-time), ABC received a 19.2 rating, easily beating CBS's 16.8 and NBC's 16.4. Going into the second season, ABC has a solid ratings lead for the season to date: ABC 20.7, NBC 19.4 and CBS 18.5.

within the limits imposed by available staff and administrative resources. Decisions, it said, would come promptly.

According to the FCC, \$155,340,651 in fees has been collected from August 1970 through Sept. 30, 1976. That breaks down to \$46,253,956 from broadcasters, \$4,462,670 from cable operators and \$30,233,975 from common carrier operators. The remainder was collected for other services such as citizen band, aviation and marine services.

The cable industry already has had \$4,170,957 in fees refunded. In 1974, the Supreme Court declared the 1970 fee schedule illegal. However, since the legality of the schedule was appealed to the high court only by the National Cable Television Association, the FCC made the returns only to the cable industry.

The commission in its action emphasized that persons buying citizen band radios no longer need send a \$4 fee with their license applications. It appears questionable whether CB operators who already have paid will have their fees refunded. While no decisions have been made, there are indications that the commission may set a floor on refunds to avoid the administrative burden of determining the fees paid by millions of CB operators.

There are also indications that the commission may not reimpose its fees until it is provided guidance from Congress. The commission said that when it adopted its 1975 fee schedule, it urged Congress to consider legislation on the matter.

## ATS approved for most radio stations

**FM's and nondirectional AM's can use automated systems starting early this year; TV's and directional outlets will probably get approval later**

The FCC has opened the door to the use of automated transmission systems (ATS) by FM stations and by AM's with non-directional antennas. With ATS, all transmitter adjustments normally performed by an on-duty FCC-licensed operator are handled automatically.

In issuing its ruling, which is expected to take effect in mid-February, the commission said it would allow such systems if they automatically maintain proper power and modulation standards and perform any switching functions (such as reducing power at sunset) required by a station's license.

Station operators, however, will still have to turn the transmitter on manually. Whenever a station is on the air, an employee will be required to be at the station or monitoring the transmission from an ATS alarm point.

The commission said that it anticipates eventually allowing ATS for directional AM's and TV stations. Technical details



**The news team that's been making news.**

**ABC** abc  
**NEWS**

# Product Liability:

**A growing problem every American should be aware of.**

**Q. What is product liability?**

A. Technically, it's the legal responsibility of the maker or distributor of a defective product to compensate persons who suffer injury or loss as a result of the use of that product.

**Q. Is the manufacturer "off the hook" if his product is constructed properly to known standards of safety?**

A. Not necessarily.

**Q. Why?**

A. Until a few years ago, product makers were held responsible only for defects and breaches of warranty. Today, the courts are holding manufacturers and vendors strictly accountable for product-related injuries, even where the victim contributes to his or her injury through negligence and even though the product may have been in use for many years. This "open season" on product makers has been woven into the fabric of the nation's tort system.

**Q. Who backs up this responsibility for safety?**

A. The first line of defense is the insurance company. Manufacturers and vendors purchase insurance to protect them financially from claims resulting from the use of all types of products. But ultimately it's the product user who absorbs the costs of product liability.

**Q. What makes product liability newsworthy?**

A. A crisis is brewing that some observers believe will dwarf the medical malpractice problem in its impact on the economy and the public. Product makers are faced by proliferating lawsuits and either spiraling insurance costs or difficulty in obtaining insurance at all.

Last September, the Senate Select Small Business Committee heard nearly 50 business leaders testify that rising insurance costs and lawsuits could drive many small companies in high risk industries out of business. Among those industries: chemicals, capital equipment, sporting goods, aviation components, auto parts and pharmaceuticals.

**Q. How is the public affected?**

A. Inevitably, the rising costs of claims, lawsuits and insurance result in higher prices for products and services.

Also, when businesses limit growth or close down because of the economic threat posed by this problem, there is a direct adverse impact on local taxes, employment and, of course, productivity. Some valuable businesses, because of the liability risk, may never get started. One top corporate executive recently said: "If we shy away from anything entailing risk...we will in fact be programing the nation for stagnation and retreat."

**Q. Is insurance at the root of the problem?**

A. No. Insurance is merely a mechanism for spreading the losses of a few among many. When the cost of paying for product liability claims goes up, the cost of insurance *must* follow. Lasting remedies will require changes in tort law.



## **Q. Why have insurance rates increased?**

**A.** Because the frequency of claims and lawsuits is increasing and the dollar amounts of settlements and awards are escalating. The Insurance Services Office, a national insurance rating and advisory organization, says a review of product liability policy data shows that from 1969 through 1973 (the latest year for which such insurance statistics are available), the number of product liability claims increased 26 per cent, the average loss per claim rose 202 per cent and total incurred losses jumped 279 per cent.

An even more spectacular finding evolved from a membership survey conducted in mid-1976 by the Risk & Insurance Management Society, an organization of corporate buyers of insurance. Collectively, the buyers reported that product liability claims against their firms had increased by some 400 per cent in the last five years.

## **Q. What's behind today's proliferation of product liability claims?**

**A.** Today, many persons file claims and sue under conditions that would not have led to claims in the past. Often, injured people sue regardless of a contribution they may have made to an accident through their own carelessness.

The public has come to perceive product makers, their distributors and insurers as being wealthy and thus best able to redress injury. And case law has eroded most of the product makers' defenses. Juries frequently find against a manufacturer regardless of negligence or whether the product is defective.

## **Q. Are product makers to blame?**

**A.** There are no ready scapegoats. The record makes it clear that lawsuits do not necessarily track with a manufacturer's failure to live up to known safety standards. Indeed, one survey by a group of manufacturers illustrated that machines built years ago to exacting standards often are judged in today's courts by *today's* improved standards.

Almost half the lawsuits studied involved machines 20 or more years old, many of them resold, remodeled or repaired by others. Of all the accidents studied, only 27 per cent were traceable to mechanical failure.

## **Q. What solutions are being suggested?**

**A.** Insurers believe that lasting remedies are available only through legislation. Among suggested solutions:

- placing limits on punitive damage and pain and suffering awards;
- providing immunity from product liability suits if product designs are certified as having all risks reduced to an acceptable level;
- setting reasonable statutes of limitations in product liability cases, dating from the time of manufacture;
- eliminating duplication of benefits;
- regulating plaintiff attorneys' contingency fees;
- establishing compulsory arbitration.



For more background on this problem, contact:

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1-3

are still under consideration and the FCC expects to adopt further rules covering these stations within a year.

Under the new rules, the FCC will allow stations either to design or build their own automatic control equipment or to purchase it from manufacturers. Prior FCC type acceptance for the equipment will not be required. Instead, authority to begin ATS operation will be obtained through an informal application certifying that a station's chief engineer or technical director has installed and fully checked out the equipment.

While the commission does not know how many stations would implement ATS, it said it had received about 150 letters indicating interest.

Stations authorized to use ATS will no longer have to employ third-class operators with broadcast endorsement but may hire operators holding a restricted permit obtained without an FCC examination. Stations will also be relieved of most of the meter readings and subsequent loggings.

The frequency of transmitter inspections by the station's first-class operator will also be reduced—from once a week to once a month. Furthermore, stations will be allowed to employ first-class operators on a part-time basis.

The ATS rules also include a provision permitting operation at a reduced power should there be a partial equipment failure. During emergency conditions such as hurricanes and the like, stations would be allowed to override the automated controls, and in the case of a daytimer, for example, continue operating.

The commission decided not to revise power limitations or modulation standards as part of the ATS rules. It indicated that if there is justification for such changes, they should be applied to all stations and handled in a separate proceeding.

## **Allbritton gets OK for WMAL sales**

**FCC gives nod to \$16 million  
Washington purchase by ABC**

The FCC approved the sale of WMAL-AM-FM Washington to ABC for \$16 million, the highest price ever paid in a single-transaction radio station purchase (BROADCASTING, Oct. 4). The seller, Washington Star Communications Inc., had been ordered by the FCC to divest itself of its Washington broadcast holdings (which include WMAL-TV) under the commission's "one-to-a-market" and newspaper-broadcasting cross-ownership rules. The sale of the radio stations, then, leaves Joseph Allbritton's *Washington Star* two years to sell either the newspaper or the television station.

Robert Nelson, president of the *Star's* broadcast group, said that he would not speculate on which of the two properties would be sold, but that, "Mr. Allbritton's major task [in Washington] has always been the newspaper." Mr. Nelson con-

firmed that there has been a "great deal of interest in the TV station," although no price has been determined.

ABC Radio officials said Andrew M. Ockershausen would continue as vice president in charge of WMAL-AM-FM (BROADCASTING, Nov. 15) and that they expect to keep the station staffs intact. Mr. Ockershausen, they said, will report jointly to Charles DeBare, president of ABC-owned AM Stations, and Allen Shaw, president of ABC-Owned FM Stations.

The WMAL-AM-FM management situation differs from that at other ABC O&O's, where AM and FM stations are under different direction. ABC sources said the exception was made in recognition of the success of the Washington stations and a desire not to tamper with it.

The purchase of the Washington stations by ABC now gives the company a full complement of radio holdings. The network's 12 other radio stations and five TV's are in New York, Chicago, San Francisco, Los Angeles, Detroit and Houston.

Mr. Allbritton still owns WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. He must also sell one of the Lynchburg stations.

WMAL-AM-FM are ABC affiliates. WMAL(AM) operates full time on 630 khz with 5 kw. WMAL-FM is on 107.3 mhz with 50 kw and antenna 410 feet above average terrain.

## Changing Hands

### Announced

The following broadcast station sales were reported last week, subject to FCC approval:

■ **WLIF(AM) Baltimore:** Sold by Subrink Broadcasting of Maryland to Cox Broadcasting Corp. for \$3.9 million. Seller is owned by Robert and Margareta Sudbrink and is headquartered in Fort Lauderdale, Fla. Company also owns WLYF(FM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta and WAVO(AM) Decatur, Ga.; WLAK(FM) Chicago; WEZW(FM) Wauwatosa, Wis., and WVEZ(FM) Cincinnati—the sale of which to Truth Publishing Co. for \$2 million is pending FCC approval. Buyer is major group broadcaster operating WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WHIC-TV Pittsburgh; KTVU-TV San Francisco-Oakland; WIOD(AM)-WAIA(FM) Miami, and KFI(AM)-KOST(FM) Los Angeles. WLIF operates on 101.9 mhz with 9.6 kw and antenna 960 feet above average terrain.

■ **WDTB-TV Panama City, Fla.:** Sold by Panhandle Broadcasting Co. to Agronomics Inc. for \$2.1 million. Principals of seller are Mrs. Eugenia S. Brannen, Luther Thomas, Dick Arnold and Julian Bennett. Mrs. Brannen also has interest in KJIN(AM)-KCIL(FM) Houma, La. Buyer is owned by Anthony C. Kupris, owner of Atlanta fertilizer firm, with no

other broadcast interests. WDTB-TV is NBC affiliate on channel 13 with 316 kw visual, 63 kw aural and antenna 1,403 feet above average terrain. Brokers are H. R. Gardner and Associates Inc. and Milton Q. Ford and Associates.

■ **WIII-TV Terre Haute, Ind.:** Sold by Alpha Broadcasting Corp. to KXEL Broadcasting Co. Inc. for \$613,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel, who also owns KXEL-AM-FM Waterloo, Iowa; WLBJ-AM-FM Bowling Green, Ky.; WWOD-AM-FM Lynchburg, Va.; WABG-AM-TV Greenwood, Miss.; WCCB(TV) Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WDOD-AM-FM Chattanooga, WKIN(AM) Kingsport and WBBJ-TV Jackson, all Tennessee. WIII-TV operates on channel 38 with 2,310 kw visual, 191 kw aural and antenna 976 feet above average terrain.

■ **WCWC-AM-FM Ripon, Wis.:** Sold by Greycote Inc. to DeNovoCom Inc. for \$325,000 plus \$100,000 covenant not to compete. Seller is owned by Ralph D. Bice who has no other broadcast interests. Buyer is owned by Walter Richey and his wife, Paula. Mr. Richey owns 48% of KPOI-AM-FM Honolulu. Mrs. Richey is attorney. WCWC is on 1600 khz full time with 5 kw. WCWC-FM is on 95.9 mhz with 3 kw and

antenna 300 feet above average terrain.

■ Other station sales reported at the FCC last week include: WKLN(FM) Cullman, Ala.; KBIB(AM) Monette, Ark.; WSFT(AM) Thomaston, Ga.; WAYV(FM) Atlantic City, N.J.; WKOP(AM) Binghamton, N.Y.; WSTH(AM) Taylorsville, N.C. (see page 81).

### Approved

The following transfers of station ownership were approved last week by the FCC:

■ **WMAL-AM-FM Washington:** Sold by Washington Star Communications Inc. to ABC Inc. for \$16 million (see story, facing page).

■ **KMMJ(AM) Grand Island, Neb.:** Sold by United Communications Inc. to Forum Communications Inc., Fargo, N.D., for \$630,000 and \$41,000 covenant not to compete. Seller, which has no other broadcast interests, is owned by Rex H. Lathen, William J. Stenson Jr. and six minority stockholders. Buyer, owned by Fargo (N.D.) Forum, also owns WDAY-AM-FM-TV Fargo and WDAZ-TV Devils Lake, both North Dakota; KABY-TV Aberdeen, KPRY-TV Pierre and KSFY-TV Sioux Falls, all South Dakota. KMMJ is 10 kw daytimer on 750 khz.

■ Other sales approved by the FCC last week include: WVPC-FM Monmouth, Ill.; KWRL(AM) Sparks, Nev.; WMSL(AM) Graham, N.C. (see page 82).

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Miami

KFI, KOST-FM  
Los Angeles



# The Broadcast Media and the Political Process 1976



The marriage wasn't made in heaven. The pairing of broadcasting and politics in 1976 was much more down to earth: It was hammered out on the anvil of political reality. They may have been strange bedfellows, but they made news—and history—together.

That match is the subject of this special report. It recounts how radio, television and a dozen or so presidential hopefuls trailed each other from one end of the country to the other over the course of 10 months, and how—with an assist from 80 million Americans—they produced a President, a Vice President and a new start for the U.S.

Broadcasting (the magazine) began its coverage of broadcasting (the medium) covering the election as 1976 itself began. Its reporting intensified as did the race, accelerating with the conventions and the general election campaign, and climaxing on Nov. 2. The results begin on the next page, and continue for 42 more after that. In sequence:

- An over-all analysis of national election coverage. . . . . 34
- Chronology of broadcasting and the political year. . . . . 36
- Local television coverage of the campaign. . . . . 40
- Local and national radio coverage of the campaign. . . . . 48
- Backstage story of "The Great Debates" of 1976. . . . . 54
- The persons on the plane: keeping up with the candidates. . 64
- Retrospective on the commercial side of the campaign. . . . 73

# The Broadcast Media and the Political Process 1976

## A satisfied self-appraisal from the networks

**News executives feel they did a good job covering campaigns; at least they're not thinking of doing it too differently in 1980; one exception may be in way they cover the party conventions**

If they had the 1976 political campaigns to cover again, network news chiefs wouldn't change much if anything. Yet it seems not unlikely that coverage the next time around, in 1980, will differ in some important respects.

If changes do come, however, they may result as much from external influences as from any attempt to correct flaws in the 1976 performance. Those in charge don't see that many flaws. As President William Sheehan of ABC News puts it, "I think the television industry had a very satisfying year in terms of the way we covered the political campaign."

"We made one wrong call," says Richard C. Wald, president of NBC News, recalling that his organization projected victory for Morris K. Udall in the Wisconsin primary before the balloting was over, only to have Jimmy Carter squeak ahead in the final count. "I certainly wouldn't do that again."

Mr. Sheehan, whose organization also misprojected a win for Mr. Udall in Wisconsin, would be glad to join Mr. Wald in sharing that particular benefit of hindsight. On the whole, however, both men are willing to stand on the record of their divisions' performances in 1976, though not ruling out the possibility of—and their desire for—improvement in the future.

"We'd never say we can't improve," Mr. Sheehan says, "but I see no glaring shortcomings in what we did."

Richard S. Salant, president of CBS News—who incidentally has called CBS News's refusal to make an early projection in Wisconsin one of his prized recollections—takes a somewhat different stance from Mr. Wald and Mr. Sheehan in looking back over 1976 performance.

"I want to reserve judgment on how well we did," he says. "The only way to decide whether we did right is to examine the campaign itself—look at the coverage in terms of what the candidates did. But nobody's looking at it that way." Yet it seems clear that in his own mind, using that definition, he not only feels CBS News did pretty well but also feels it did a lot better than the candidates did.

"It was a crappy campaign," Mr. Salant

says. "They [both sides] deliberately decided to make it an image campaign—'Whom do you trust?' and 'Who would make the better president?' I think they were very bad on the issues."

The issues were one area where all three news organizations concentrated more than ever before, especially in their standard Sunday question-and-answer programs and in specials that ran weekly through the heat of the campaign. It is, in fact, their development of the issues that represents one of the chief sources of pride for all three news division presidents in looking back on 1976.

Where television's critics are concerned, these regular and special interviews and other public-affairs broadcasts tend to get lost in the shuffle. "Too often," in Mr. Sheehan's words, "television news is judged solely by our half-hour evening broadcasts. That's the most important part, but it's not the only thing we do by a long shot."

Mr. Sheehan believes that the average viewer of television's regular and special political coverage should have gained enough information about the issues and the candidates to make an intelligent choice at the polls. Mr. Wald and Mr. Salant do not agree—nor do they feel that newspapers or magazines provided enough, either. So what is enough?

"Television," Mr. Wald says, "gives to tens of millions—not just millions, but tens of millions—more than they would have without television. But is that enough? There is never enough. I don't think your mythical average viewer can make an informed judgment out of what he gets from television, but I don't think he would have watched much more."

"I'm always struck by the fact that, whatever you offer, with some viewers it's never enough, but for most it's too much."

The ratings, Mr. Wald says, show that people in large numbers fail to watch issue-oriented broadcasts. Thus the question becomes, "Should we put on more because we think they ought to see more?" A yes answer to that question, he notes, leads to "perscriptive journalism," and "to prescribe what they ought to see is a very poor way of doing things."

One thing that may change in 1980 is the way the networks cover the political conventions. Mr. Sheehan and ABC officials generally seem quite satisfied with ABC's edited approach, concentrating on live and taped highlights in two or three prime-time hours while CBS and NBC provide more or less "gavel-to-gavel" coverage. Actually, Mr. Sheehan contends there is no such thing as gavel-to-gavel—that all coverage must be edited, if only to the extent that everything that's going on cannot be carried simultaneously.

Both NBC News and CBS News have been talking for years about possible alternatives to the wall-to-wall approach, but thus far neither has found one it considers better. Yet the search goes on, lately encouraged at NBC by suggestions of top network officials that wall-to-wall may be too much of a good thing.

Mr. Wald points out that there are only three possibilities: live and whole, or edited, or live and/or edited.

It's conceivable, he feels, that a convention might be covered without doing live pick-ups at all.

For instance, he says, the commercial networks might underwrite the Public Broadcasting Service as the pool and let PBS carry the whole thing gavel to gavel, as PBS officials would like to do. Each commercial network could then tape the proceedings, select the portions it considered most newsworthy and put them together in packages of, say, two hours each—presumably including whatever



Sheehan



Salant



Wald





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supplementary coverage it wanted to provide—for showing in prime time, in daytime or both. Or regular entertainment programming could be interrupted from time to time with taped highlights from the convention, so that “you’d have a night of regular television but with emphasis on politics.”

The idea of cutting in and out of regular programming appeals to Mr. Salant. “If I could move in and out on a moment’s notice,” he says, “I’d prefer that. But there’s no way to get that sort of flexibility into the network schedule.”

Years ago, Mr. Salant recalls, he proposed that the late Ed Sullivan, then conducting one of television’s most popular variety shows on CBS-TV, stage evening-long live variety productions on convention nights, “so that we could cut in and out with convention news without interrupting any plot.” Alas, he says, the idea didn’t materialize.

The gavel-to-gavel approach, he concedes, is full of flaws: “You can’t take the important and skip the unimportant. But like Churchill’s democracy, all the alternatives are worse.” Moreover, he adds, gavel-to-gavel produces some unexpected benefits, such as the times during last summer’s Democratic convention when the entire assemblage sat silent listening to a paraplegic’s appeal and, again, listening to Governor George Wallace. “Those were extraordinary moments,” Mr. Salant recalls, “and if we hadn’t been live, we wouldn’t have been there.”

The seemingly growing importance of primaries in the presidential nomination process may also work some change in future political coverage. It was in the primaries that Jimmy Carter won the Democratic nomination and President Ford almost lost the Republican, and the Democratic convention, at least, was largely a

ratification process—far different from the old smoke-filled-room days when nominees were in fact chosen in the conventions.

If this trend continues, Mr. Wald thinks a natural reaction might be to cover the primaries more and the conventions perhaps somewhat less. The others agree that the primaries seem to be taking on increased importance, but Mr. Salant feels that in covering their results both in regular newscasts and often in specials, CBS News may have given them somewhat more air time than they deserved. Perhaps, he suggests, all the viewer really needs to know is who won, who lost—and what it all means. Mr. Sheehan’s position is that television news really has no choice but “to cover what’s there,” and he thinks 1976 primary coverage was about right in terms of the primaries’ importance in the 1976 campaign.

Another element that may be changed—or missing—in 1980 is the so-called presidential debates. All three network news heads hope there will be debates again, and some think there probably will be, but nobody will bet on it, given the normal disinclination of sitting Presidents to share a rostrum with an opponent. The preference of all three is for a suspension or repeal of Section 315, the equal-time law, to permit the presentation of principal candidates without being compelled to present all the minority party nominees.

“They [the debates] were only one means of getting at what you want to get at [candidate and issues],” says Mr. Sheehan. “There should be many formats.”

He would like, for example, to give each candidate a half-hour, say, to state his positions at the outset of the campaign and another half-hour to summarize at the end and, in between, have joint appearances,

one-on-one debates, interviews and the like. Many formats are needed, he feels, because “no one of these things will do the whole trick.”

Mr. Salant was the only one of the three network news presidents to express some dissatisfaction with the 1976 performance. He was particularly pleased, he says, with CBS News’s coverage of both conventions, especially the “complete and comprehensive research” that “enabled us to do more than just recite the event,” but he was “least satisfied” with its coverage of election night, which he found more confusing than it should have been.

“The set didn’t work,” he says, “and we gave Walter [Cronkite] much too much information to pass out, so he got lost and the viewer got lost. But we know what went wrong, and we’ll correct it.”

Mr. Wald, on the other hand, saw NBC News’s election-night coverage as representative of one of his division’s big lessons and achievements of 1976—simplicity and clarity of presentation. The big map that NBC introduced on election night, showing in colors which candidates had won which states and which states remained undecided, won a lot of favorable comment, he says, underscoring the importance of “trying to organize things so they’ll be clear when they’re aired.”

For his part, Mr. Sheehan says he’s pleased with ABC News’s “entire package,” starting with the primaries. “I liked the amount of program time we had, the way we handled it and the way spot news was covered,” he says. Speaking of TV news in general as well as ABC News specifically, he adds: “I think television’s coverage of this campaign was by far the best since television began.”

If he or the other news heads have any specific big improvements in mind, they’re saving them for 1980.

## The Broadcast Media and the Political Process 1976

### From primary to post-election, TV and radio were there

**An election-year chronology summarizes the key events in the broadcast coverage of the presidential election**

The 1976 election year started with broadcast journalists bird-dogging a covey of White House hopefuls winging to the opening primary in New Hampshire. And, as the Shapps, Udalls, Jacksons et al plummeted to earth along the campaign trail, radio and television chronicled their demises.

The roles of the pursuer and the pursued often were interchanged: President Ford sought out the media for special localized interviews and other campaign exposure; Democratic frontrunner Jimmy Carter courted the media with a deftness that pushed him even further out in front.

Network and local news staffs spared no expense and effort to usher the nation into a front seat at the national conventions—perhaps the last hurrah for gavel-to-gavel coverage of the quadrennial spectacles. Though somewhat disappointing in the

ratings, they proved to be the prologue for Great Debates II, a reprise of the 1960 lesson on broadcasting’s influence in the making of a President.

Broadcast journalism put another gold star on its 1976 record in the early morning hours of Nov. 3 when it capped marathon coverage on election day by giving the nation the first word of a Carter-Mondale triumph.

And, finally, as November dissolved into December, radio and television journalists stayed on top of the transition-in-

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- |                                   |    |    |    |
|-----------------------------------|----|----|----|
| • EARLY FRINGE<br>5-7:30 p.m. M-F | 34 | 33 | 20 |
|-----------------------------------|----|----|----|

- |                                  |    |    |    |
|----------------------------------|----|----|----|
| • LATE NEWS<br>11-11:30 p.m. M-F | 39 | 29 | 26 |
|----------------------------------|----|----|----|

- |                                          |    |    |    |
|------------------------------------------|----|----|----|
| • TOTAL WEEK<br>Sign On-Sign Off, 7 Days | 34 | 31 | 26 |
|------------------------------------------|----|----|----|

\*BASED ON ARBITRON ESTIMATES OF U.S. TELEVISION  
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# WESH-TV



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administration story. No detail in the hard and feature news is being neglected—from the Jan. 20 arrival of Jimmy Carter at the White House to the arrival a few days later of Amy Carter at a red-brick schoolhouse a few blocks away.

The year, as reported in BROADCASTING (by issue dates):

**Jan. 5**—The National Press Club's professional relations committee completes an eight-month study of White House-news media relations under President Ford. Among the findings: There has been considerable improvement since the Nixon days, but there is room for more improvement—particularly in the office of Ron Nessen, White House news secretary.

**Jan. 19**—House Speaker Carl Albert, releasing a study by a division of the Library of Congress, uses its findings to criticize the commercial networks for acceding to White House requests for coverage of presidential talks. Speaker Albert charges the Democrats have been given short shrift.

**Feb. 2**—The Supreme Court strikes down, as a violation of First Amendment guarantees of freedom of speech, statutory ceilings on political-campaign spending. At the same time, the court held that limitations on contributions and the requirement that they be disclosed are proper.

**Feb. 2**—White House advisers consider, then reject a suggestion for a Gerald Ford-Ronald Reagan debate.

**Feb. 9**—The long, hot political year begins to heat up in New England prior to the first primaries in New Hampshire (Feb. 24) and Massachusetts (March 2). It starts there with massive time buys in radio and television.

**Feb. 9**—Taking advantage of the fall 1975 revisions of Section 315, the League of Women Voters sets up a series of live debates and invites candidates to argue political issues. Invited to cover, the commercial networks make no commitments; public broadcasting sets up to cover the events in prime time.

**Feb. 9**—The television networks gear up for primary coverage. ABC News says it will concentrate on analysis and steer away from predictions. CBS News says it will stress issues, announces that it will collaborate with *The New York Times* in a series of polls that will continue through the primaries and the general election. NBC News says it will be neither issue-oriented or candidate-oriented, but rather will cover the story as the news dictates. The Public Broadcasting Service sets up a weekly-magazine-format show, with a \$2.3-million budget, to run through primaries and national elections.

**Feb. 16**—President Ford tries grass-rooting in reverse as he invites New Hampshire stations to the White House for an exclusive news conference.

**March 1**—WGN Continental's WGN-AM-TV Chicago refuse to sell candidates time in less than five-minute segments. Ford election agency appeals to the FCC.

**March 8**—The FCC overturns WGN Continental's policy on sales to political candidates (see preceding). On same day but in unrelated event, the FCC rejected a complaint of Ronald Reagan backers that they had been refused

equal time by WCKT-TV Miami after station ran six-minute segments of a taped interview with the President in five consecutive 6 p.m. newscasts. Florida stations had been given one-on-one interviews with President Ford prior to that state's primary.

**March 8**—The League of Women Voters debates (See Feb. 9) draw only seven candidates at first forum in Boston, three at second forum in Miami and no coverage by the commercial networks.

**March 15**—President Ford continues inviting local media to the White House. This time, four TV anchormen from Chicago come to the Oval Office less than a week before the Illinois primary.

**March 22**—North Carolina media take its turn to sit with the President.

**April 12**—President Ford is back in business of giving interviews to stations in primary states, this time in Texas.

**April 19**—The Church for President Committee petitions the FCC to rule that the three commercial TV networks violated the spirit and letter of the reasonable access provisions of the Communications Act. It followed the networks' refusal to sell the Idaho Democrat more than five minutes of prime time for an address of behalf of his candidacy for the presidency.

**April 19**—The U.S. Court of Appeals in Washington upholds the FCC's decision permitting coverage of candidates' news conferences and dates. This is first court test of the commission's reinterpretation of equal time, issued in September, 1975.

**April 26**—The Democratic National Committee petitions the U.S. Court of Appeals in Washington to reconsider its affirmation of the FCC's equal-time reinterpretation (see April 19).

**May 17**—As part of his campaigning in Michigan, President Ford grants seven separate interviews to TV outlets in that state and four TV stations outside Michigan. He also gives interviews to 60 stations in two separate sessions.

**May 24**—The FCC, by a 5-to-2 vote, holds that KGW-TV Portland, Ore., had not met the reasonable access standard of the campaign reform act when station set a limit of five minutes on the time it would sell to the Church for President Committee.

**June 7**—Speaking to the Associated Press Broadcasters convention, Senator Hubert Humphrey (D-Minn.) criticized journalists for letting presidential candidates exploit vague and negative impressions in the public's mind of "big government." He contends members of the press make virtually no effort to verify the charges.

**June 14**—There are some grumblings among network news executives about escalated charges for services in connection with the upcoming Democratic convention.

**July 12**—Networks gird for national convention coverage in New York and Kansas City that is expected to cost between \$25 million and \$30 million. CBS-TV and NBC-TV plan gavel-to-gavel coverage. ABC-TV plans nightly coverage with Tuesday night given to telecast of baseball's All-Star Game. Total cost for the network pool at Madison Square Garden: \$900,000.

**July 19**—Democratic convention in New York's Madison Square Garden, though generally considered unexciting, proves to be tailor-made for TV. More than 3,600 news personnel provide the broadcast coverage. NBC-TV is on the air 30 hours, 36 minutes; CBS-TV 27 hours, 20 minutes; ABC-TV 13 hours, 30 minutes. Numbers for the first three nights when all the networks were competing in convention coverage: CBS-TV 10.8 rating and 23 share, NBC-TV 10.5 rating and 23 share, ABC-TV 8.1 rating and 17 share.

**July 26**—Additional ratings on the Democratic convention show that CBS-TV came in first, but that viewers overwhelmingly rejected the political event when entertainment programming also was available. In the 10 hours over the course of the four days when the networks competed head-to-head (July 12-15), CBS-TV clocked in with a 10.8 rating, 24 share; NBC-TV scored a 9.9 rating and 22 share and ABC-TV got a 7.8 rating and 17 share.

**July 26**—In an appearance on NBC-TV's *Tonight*, Ronald Reagan challenges President Ford to debate at the upcoming Republican convention. The White House says that Mr. Ford would decline.

**July 26**—The Democratic National Committee petitions the Supreme Court to review the FCC's decision exempting candidates' news conferences and debates from the equal-time law (see April 19 item).

**Aug. 2**—Roper poll finds that the public wants political convention coverage limited to one network at a time.

**Aug. 9**—The League of Women Voters sets up a committee to fund its proposed debates between the presidential contenders, though the league has received no commitments from potential participants. So far, ABC and NBC express willingness to cover such debates, expected to cost the league \$200,000.

**Aug. 16**—More than 500 broadcast organizations get set for the Republican convention in Kansas City, Mo., with the networks planning to stick to the same format used at the July Democratic sessions.

**Aug. 16**—Gallup poll shows that seven out of 10 Americans favor debates between the presidential candidates.

**Aug. 23**—President Ford, in his acceptance speech at the Republican convention challenges Jimmy Carter to debate on radio and television. The Democratic nominee immediately accepts, saying he had planned to issue a debate challenge the day after the Republican convention.

**Aug. 23**—Broadcasters wind up coverage of GOP convention in Kansas City, Mo., and label it one of the more suspense-filled news stories. But it may be the last hurrah for gavel-to-gavel coverage as networks' news chiefs question wisdom of expending time and money for total coverage.

**Aug. 30**—Ratings for the Republican convention give CBS-TV and NBC-TV identical 9.4 ratings and 24 shares for the 25.5 hours of head-to-head coverage. In its 16 hours of competitive coverage, ABC-TV had a 7.4 rating and 18 share.

**Sept. 6**—Negotiators for President Ford and Jimmy Carter agree on Sept. 23 for the first debate. Two other confrontations between the presidential candidates and one between the

vice presidential hopefuls are to be set up. The Federal Election Commission rules earlier in the week that sponsorship by the League of Women Voters is legal, removing the last real complication to the league's plan. There still remains the possibility of legal challenges by minority party candidates.

**Sept. 13**—Independent Eugene McCarthy files suit to have he and other presidential candidates included in presidential debates. American Party candidates Tom Anderson and Rufus Shackleford file to block the debates. American Independent Party's Lester Maddox asks the FCC to order the radio and television stations not to cover the debates.

**Sept. 20**—U.S. District Judge Aubrey E. Robinson Jr. dismisses the two suits filed to block the presidential and vice presidential debates (see preceding item).

**Sept. 20**—ABC, CBS, NBC expect to lose more than \$2 million each in unrecovered revenues for the four Great Debates II.

**Sept. 27**—An estimated 100 million see first Ford-Carter debate in Philadelphia (see following item). Coverage is marred by a breakdown of sound with nine minutes left in 90-minute broadcast. It became a 28-minute stage delay.

**Oct. 4**—With the second Ford-Carter debate set for Oct. 6 in San Francisco, both sides express satisfaction with procedures used in Philadelphia. The League of Women Voters sticks to its prohibition of TV audience shots during the debates. The league says it is having trouble raising the money to finance the debates. Revised data: Philip Levens, director

of ABC-TV which handled pool arrangements in Philadelphia, pinpoints the sound loss at exactly 28 minutes; Nielsen figures put TV homes watching the first debate at more than 90 million, a larger number but a lower percentage than was attracted to the first Kennedy-Nixon debate in 1960.

**Oct. 11**—Critics and instant viewer polls give Jimmy Carter a victory in the second debate. Over-all network Nielsen was a 52.4, compared to 55.4 in the first debate. The FCC rejects the equal-time and fairness-doctrine complaints of candidate Eugene McCarthy, filed in response to the first debate.

**Oct. 18**—The Supreme Court refuses to review the FCC ruling that paved the way for the broadcast debates between President Ford and Jimmy Carter.

**Oct. 25**—Supreme Court Chief Justice Warren Burger turns down Eugene McCarthy's petition to enjoin the Ford-Carter debate. CBS News continues its opposition to the debate sponsorship by the League of Women Voters and the league's conduct of the event.

**Nov. 8**—Television offers Americans one of the biggest cliffhanger elections in recent history, but the ratings are low. Network sources estimate 120 million viewers watched some part of the coverage election night that saw Jimmy Carter's narrow victory. It compares with the audience for President's Nixon's short-order win over George McGovern in 1972, but falls short of the 142 million in 1968 when Richard Nixon edged out Hubert Humphrey. Estimated cost on election night was more than \$3 million for each of the commercial net-

works, for a total of about \$10 million.

**Nov. 15**—Post-election assessment by Jimmy Carter: "I have a feeling, that, had it not been for the debates, I would have lost." The President-elect, on the other hand, calls the TV news coverage "a crippling thing" because it dwelt on his errors while at the same time it was "overly deferential" to President Ford. Observers, citing a Carter victory in the second TV debate, emphasize that Mr. Ford's so-called gaffe (an assertion that Eastern Europe is not Soviet-dominated) did heavy damage to the Republican's campaign.

**Nov. 22**—Jody Powell, President-elect Jimmy Carter's campaign press assistant, is named White House press secretary, becoming the first appointment of new administration.

**Nov. 29**—The League of Women Voters educational fund reports it has been able to raise only \$105,000 of the \$270,000 it cost to put on the presidential and vice presidential TV debates.

**Dec. 20**—The Radio Television News Directors Association is told in a report by RTNDA Managing Director Len Allen that the association is sounding out the Carter team about continuing the program of meetings between the White House and broadcast newsmen that was set up in the Ford administration. Both the President and the President-elect send messages to the RTNDA convention. Mr. Carter re-emphasized "my intention to work closely with members of the broadcast news media, to staunchly defend our press freedoms and to vigorously pursue a policy of open and accessible government."

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## The Broadcast Media and the Political Process 1976

### Presidential election: national news story goes on tour

**Throughout the primaries and after the convention, politicians leave Washington and provide local TV stations with some of their biggest stories of the year**

The 1976 presidential campaign provided a unique opportunity for local television stations because it was one national news story that emerged as much from hamlets in New Hampshire, retirement areas in Florida and farm towns in the Midwest as it did from the White House in Washington. Outlets across the country, many of them armed with new ENG equipment, latched on to candidates in the field and in the studios and exposed national political figures in a local fashion that won't be possible again until the next race for President begins.

This race for President, and the start of the story for local TV, began nearly a year ago in the primaries, when the candidates were numerous and anxious for the media exposure that might separate them from the pack.

The Florida Republican primary in March was a test of Ronald Reagan's Southern strength. In covering the race in that state, WTVJ Miami aired two half-hour interviews with candidates Ford and Reagan. The one with President Ford was video taped at the White House; the one with Ronald Reagan was taped in Tampa. The station's primary election-night coverage included a 30-minute special with live reports from New York, the candidates' headquarters in Orlando and Miami and projected vote totals from the station's own vote samples in south Florida. Much of the station's coverage was via minicam equipment.

Not every station had ENG, however, and WSFA-TV Montgomery had to do some fast film work last June when Alabama Governor George Wallace dropped out of the Democratic race in favor of Jimmy Carter. The news conference was scheduled for 11 a.m. at Mr. Wallace's office, four miles from the station. NBC wanted the statement for its midday news, which aired at 11:55. Cameraman Vic Irving had

to hurry to film the statement, get back to the station, process the film, load it on a film chain, dub it to quad tape and, on cue from New York, feed it to the network with 10 minutes to spare.

The primaries were, as usual, a crowded field that made for much news as stations attempted to inform their viewers of the political stances of the different candidates.

WKRC-TV Cincinnati broadcast live interviews from its newsroom with California Governor Jerry Brown and Representative Morris Udall (D-Ariz.) and presented taped ones with Vice President Nelson Rockefeller and President Ford. During the piece with the President, the station said, Mr. Ford made his first public comment on the Wayne Hayes scandal, which was picked up by ABC for its evening news.

Jimmy Carter was an unknown quantity when he began his campaign and many people didn't give him much of a chance. But WAGA-TV Atlanta stuck with Mr. Carter from the beginning, with co-anchor Jim Axel producing a week-long series, *Inner Circle*, which aired in July and profiled the team behind the Carter campaign including adviser Charles Kirbo, money-raiser Morris Dees, media adviser Gerald Rafshoon and press aide Jody Powell. Another special, produced for the station's noon news, was a five-part look at Rosalynn Carter.

During the two weeks prior to the New Hampshire primary, WNAC-TV Boston filmed a series of five-minute looks at each of the presidential candidates as they campaigned. The reports, which appeared on the station's 6 p.m. news, were accompanied by an analysis of the candidate, his positions and prospects by WNAC-TV political reporter Jack Cole.

Oregon's presidential primary was in May. KGW-TV Portland put together a combination live-tape series of interviews with each of the candidates (Ford, Reagan, Carter, Senator Frank Church [D-Idaho] and Brown). On the Monday night before the election, a prime-time hour show, *Oregon: Decision '76*, featured film summaries of the final week's campaign. The night before the election the station ran a half-hour special, *Oregon: Road to the White House*, which used actual film footage to chronicle the history of the Oregon primary dating back to 1910.

Governor Brown made his first live television appearance outside his home



**Everywhere news gathering.** WSB-TV Atlanta capitalized on the flexibility of ENG on election eve, stationing crews and cameras at several locations in Atlanta and in Plains, Ga. Some scenes from that night (clockwise from top left): Jocelyn Dorsey provided the coverage from President Ford's Atlanta headquarters; anchors David Sisson (c) and Monica Kaufman (r) held down the fort at the station, including an interview with Representative Elliott Levitas (D-Ga.); News Director Skip Haley (at mike) controlled the on-air coverage; at Carter's Atlanta headquarters, WSB-TV engineer Mike Benetato (l) and cameraman Don Franklin (with minicam) prepare for a remote.



state on WJZ-TV Baltimore's *Larry Angelo Show* in April, prior to the Maryland primary.

Early in the campaign, when his chances of winning the nomination were seen by most observers as low, Jimmy Carter appeared for an interview on KWTU Oklahoma City. In addition, the station featured public affairs interviews with Jimmy Carter, former Minnesota Senator Eugene McCarthy and Treasury Secretary William Simon.

Candidate interviews were an important part of WBZ-TV Boston's coverage of the March 2 Massachusetts primary. The station programed three separate series of interviews with the 20 candidates in the weeks preceding the primary. The first series ran on WBZ-TV's daily live afternoon program, *Woman '76*. From Feb. 2 through Feb. 20, 13 of the contenders appeared in 15-minute interviews with the show's host, Sharon King. Included, the station said, was the first interview with President Ford in the Oval Office ever granted to a local TV station. That segment was taped on Feb. 11 and aired Feb. 19. The thrust of the *Woman '76* specials was to give "a personal look" at the candidates. While their positions on certain matters were discussed, including the economy, health care and women's issues, the focus was on the individual.

The second series ran on the station's *Eyewitness News Conference* and was more issue-oriented than the *Woman '76*



**On the local level.** Then-presidential candidate Jimmy Carter appeared on many local television stations. Two of them: KMGH-TV Denver, where he was interviewed by anchorman Bob Palmer (above photo) and WTHR-TV Indianapolis, where Mr. Carter talked with anchorman Paul Udell.

series. A panel of WBZ-TV reporters asked Jimmy Carter, Senator Birch Bayh (D-Ind.), Senator Henry Jackson (D-Wash.), Morris Udall, Fred Harris and former Peace Corps Director Sargent Shriver questions on the key issues of the campaign.

The third group of interviews appeared on the station's *First 4 News*. These, also concentrating on major campaign issues,

were filmed in the studio, edited to six minutes and aired on consecutive evenings in mid-February.

During coverage of the Indiana primary, WTHR Indianapolis anchorman Paul Udell conducted interviews with a number of candidates including: President Ford, Jimmy Carter, Scoop Jackson, Ronald Reagan and George Wallace. In addition WTHR aired a prime-time special, *Ford/Reagan on the Issues*, that featured remarks by the two Republican candidates taped earlier.

As accommodating as most of the candidates usually were to stations in granting interviews, there were times when tight schedules caused some problems. KDFW-TV Dallas wanted to get interviews with President Ford and Ronald Reagan before the Texas primary. Both candidates had full schedules, so the station set up make-shift studios in the hotels used by each. The resulting half-hour prime-time shows were conducted by the station's president and general manager, John McCrory, and were part of the station's weekly *Dialogues* public affairs program.

ENG was a big help in covering the sometimes hectic pace of the primaries. In Texas, the size of the state alone was a challenge. For many stations, including KPRC-TV Houston, ENG was the only way to get a story on the air. In one instance, KPRC-TV got permission to tape an exclusive interview with Jimmy Carter on a flight from Houston to Dallas. It was a late-afternoon flight and the crew had to

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**Welcome to the White House.** President Ford granted a number of interviews with local TV stations at the White House during his campaign. Included among these stations were (clockwise from top left): WHIO-TV Dayton, Ohio, whose personnel included cameraman Chuck Upthegrove, news director Jack Hurley and anchorman Don Wayne;

WCKT Miami whose news commentator Richard Whitcomb interviewed the President; WBZ-TV Boston, whose Sharon King (l), host of the station's *Woman '76*, talked with Mr. Ford, and WJW-TV Cleveland, which was represented by co-anchorman Jim Hale (l) and feature reporter Bob Franken, who interviewed Ford in the Map Room of the White House.

fly a chartered plane back to the Houston airport where the station had a microwave truck waiting to relay the tape to the studio in time for the newscast.

"The Candidates Come to Iowa" was the title of a half-hour documentary that was one of a series, *Decision '76*, produced by KWWL-TV Waterloo. The show included film of the Iowa Republican state convention and showed that the state had been a starting place for Jimmy Carter. The station estimated that its five other specials, covering the entire campaign from before the primaries to an investigation into voter interest to the Republican convention to a wrap-up on the President-elect cost approximately \$800 to \$1,000 each.

The forum approach to presenting candidate's views was used by WCVB-TV

Boston during its Feb. 29 edition of *Sunday Open House*. The two-hour show featured Birch Bayh, Fred Harris, Morris Udall and Pennsylvania Governor Milton Shapp. Voters had direct access to the candidates on this show via a live ENG unit stationed in downtown Boston, through viewer telephone calls and from members of the studio audience.

Candidates Carter, Udall and Wallace appeared in interviews on WTMJ-TV Milwaukee just prior to the Wisconsin primary. The eight-to-10 minute pieces appeared on the station's *Earlyscene* 5 p.m. newscast and were conducted by the station's anchorman, John McCullough. Immediately after the primary, WTMJ-TV filmed another interview with the winner, Jimmy Carter.

President Ford's son, Steven, and Vice President Rockefeller were interviewed by KCRA-TV Sacramento, Calif., as they traveled in the northern part of the state. The station used three ENG units throughout its coverage of the campaigns and election.

A helicopter was needed by WFMY-TV Greensboro, N.C., to get film and video tape back to the studio when covering the various activities of candidates campaigning in that state. One of its special shows was an hour-long *Newsmaker* feature with President Ford and Mr. Reagan. The show was a combination of two spontaneous uninterrupted interviews by station reporters. Mr. Reagan's interview was recorded in the WFMY-TV studios, President Ford's in the White House. Another special, *Carolina Campaign '76: The*

*Presidential Primary*, reviewed the entire presidential primary ballot keyed to the positions of each candidate on the various issues.

In past elections most candidates didn't pay much attention to South Dakota since it is a rather small state in population. The co-owned stations of KSFY-TV Sioux Falls and KABY-TV Aberdeen didn't let this stop them from getting the candidates in front of their cameras. The stations offered Mr. Udall a half-hour interview and he accepted, needing to win the state to keep his political hopes alive. Once the Udall interview was set, the station got in touch with the Carter campaign. At first there was some reluctance to take time out from a busy schedule to stop in Sioux Falls, but with the Udall piece ready to go the Carter



**Quiet in there.** When the now-famous audio breakdown occurred during the first presidential debate, KYW-TV Philadelphia ENG crews were on hand, grabbing interviews with participants, including (above) debate moderator Edwin Newman.



**Color man.** KRON-TV San Francisco made good use of its courtroom artist, Walt Stewart, to provide exclusive coverage of the second presidential debate, held in that city. As at all the debates, the only cameras allowed were those for the network pool.





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**Open houses.** Two shows with that name gave TV exposure to a number of candidates. The first (left photo) aired in February before the Massachusetts primary on WCVB-TV Boston. Appearing were (l to r): the station's political editor Arch McDonald and co-host Norm Nathan; candi-



dates Birch Bayh, Milton Shapp, Sargent Shriver and Robert Kelleher. KDFW-TV Dallas's version featured 72 candidates for national, state and local offices. The show aired on election eve in two 90-minute segments and presented interviews with the candidates.

people decided they had better make time. The result was a second half-hour interview.

In May, WOV-TV invited Ronald Reagan to its studios for a half-hour news conference. The prime-time feature was not an exclusive since the station had also invited reporters from two other Omaha TV stations.

In Spartanburg, S.C., WSPA-TV produced prime-time programs for its *Contact* series on George Wallace, Jimmy Carter, Senator Robert Byrd (D-W.Va.) and former Georgia Governor Lester Maddox.

After the primaries, the next items of political importance were the conventions. While many stations relied on network coverage of the gatherings at Kansas City and New York, many also sent their own people to keep their viewers informed on what their state delegations were doing.

KTRK-TV Houston spent six days in New York covering the Texas delegation, sending back 14 stories. The station also spent six days in Kansas City and filed 16 stories. This coverage was estimated by the station to have cost it in excess of \$6,000.

WWLP Springfield, Mass., went to both conventions and its reporters and cameramen sent back daily reports for the early evening newscast and additional material for the 11 o'clock show.

At the Democratic convention in New York, KPIX San Francisco used CBS network lines to feed back an interview with Jerry Brown after he lost the nomination to Jimmy Carter. Other features at the convention included pieces on the "convention atmosphere" and reactions of the delegates to the proceedings.

WREX-TV Rockford, Ill., provided localized coverage of the two conventions and coordinated coverage for two other stations also owned by WREX-TV's licensee, Gilmore Broadcasting, WEHT-TV Evansville, Ill., and KODE-TV Joplin, Mo. The coverage centered exclusively on the activities of delegations from areas served by the three stations and consisted of more than 50 daily packages of stories updated in many cases with telephone beeper reports.

In addition to daily stories on the California delegation, KNTV San Jose filmed two editions of its half-hour news interview program, *Reporter's Notebook*, on the floor at both conventions. Each featured delegates from the station's viewing area. Because of the time involved, the raw film had to be shipped back to San Jose where it was assembled into the program. The reporter, Peter Lewine, had a friend time the show as they were shooting and give cues. The half hour was then shot as a single system, changing film during spots left for breaks.

WISH-TV Indianapolis used its news jet to fly reporters and stories to the conventions. At the Democratic convention, co-anchor Lew Choate flew to New York to cover the balloting and conduct interviews. The stories were back in Indianapolis by mid-afternoon and led the 6 p.m. newscast. The jet also made possible same-day airing of special reports on the state delegation at the Republican gathering in Kansas City.

For those stations not affiliated with a major network and lacking the facilities to send their own personnel to the convention, an alternative was offered by the Independent Television News Association. ITNA, which was founded just over a year ago, fed up to four hours of convention happenings each night. One of its reporters, Len O'Connor of WGN-TV Chicago, broke the story that members of former Illinois Governor Ogilvie allegedly were approached by Reagan forces offering bribes of money in exchange for votes. ITNA also fed Jimmy Carter's victory statement from the convention to the West Coast using land lines to Atlanta and then via satellite.

Another offering for independents was provided on election night by SIN, the U.S. Spanish Television Network. Its program, *Destino 76*, began at 9 p.m. and ran for six and a half hours. The show was sent by satellite to eight stations in major markets. SIN's coverage was headed by Guillermo Restrepo of WXTV Patterson, N.J., and, aside from general election results from the U.S. and Puerto Rico,

featured interviews with Senator Walter Mondale (D-Minn.), Rosalynn Carter, Vice President Rockefeller, United Farm Workers President Cesar Chavez and phone interviews with Coretta King and the major candidates in Puerto Rico.

After the conventions came the months of serious campaigning between the two contestants which meant more visits to each state and attempts for interviews by the local TV stations to help the viewers determine the platforms of each.

The announcement by Jimmy Carter that he would give Viet Nam draft evaders a blanket pardon came at the American Legion convention in Seattle and was covered by KATU Portland, Ore. The station was also on hand the next day for Republican vice-presidential candidate Robert Dole's speech expressing the opposite viewpoint. KATU also flew on Jimmy Carter's Peanut One plane for an interview during which the candidate commented on the controversial *Playboy* interview and on nuclear regulatory initiatives in Washington and Oregon. A similar interview was requested of President Ford. The station was not given an opportunity until the President flew to Portland to address the National Association of Broadcasters regional meeting. While at the airport, the President conducted an informal news conference which KATU covered live and included in the first edition of its news.

ENG was new to WTAE-TV Pittsburgh in October and the equipment and staff got a good workout in the first week. On Monday President Ford arrived and the station was on hand at the airport for live coverage. The next day saw several more stories covering Mr. Ford's speech. Later that week Jimmy Carter arrived. When he got to his hotel he stopped for a live interview with a WTAE-TV reporter. His speech the next day provided some stories and Mr. Carter again stopped for a short interview.

An interesting insight into the political process was uncovered by WCPO-TV Cincinnati. The President went to Cincinnati the Thursday before the election for a

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big rally. The station's anchorman/news director, Al Schottelkotte had a live ENG unit set up on the rooftop of a building overlooking the route the President would take. It was also the location picked by the White House staff from which to dump tons of shredded newspaper through gasoline-powered blowers down onto the streets—supposedly to look like the work of enthusiastic office workers literally burying the President in tons of confetti. All of this was caught by the WCPO-TV cameras.

Interviews were filmed with Jimmy Carter's wife, Rosalynn, and Democratic National Committee Chairman Robert Strauss by Ric Bratton of WLIO Lima, Ohio. The conversations were held aboard the Democratic whistlestop campaign train as it traveled from Mansfield, Ohio, to Lima.

President Ford's riverboat ride down the Mississippi to New Orleans provided some colorful coverage for WDSU-TV there. The station's 5 p.m. news was expanded to get the live minicam reports from the different stopping points along the way, stories from reporters on the boat and the President's half-hour speech after the sternwheeler docked.

The differing positions on amnesty for draft evaders that were first expressed in Seattle were covered live by that city's KIRO-TV. Later in the campaign when President Ford arrived for his final election swing through the Northwest, he was accompanied to Seattle's Waterfront Park by the station's former political editor, Joe Zaspel. Their conversation was taped by a KIRO-TV news crew and as they reached their destination, KIRO-TV co-anchor Jim Harriott was waiting to prepare a live report.

A different type of interview was seen on WNBC-TV New York when Beverly Sills had as her guests Jack Ford, the President's son, and Jack Carter, the Democratic challenger's son. The two talked about their life styles and the good and bad points of political campaigning.

WPVI-TV Philadelphia was chosen by President Ford's staff to tape one of the many half-hour paid advertisements his campaign aired across the country. The station's news department wanted him to put in an appearance on the evening newscast and be interviewed. Nothing had been agreed to the day of the taping, but 20 minutes into the 6 p.m. newscast the President appeared on the set and sat for a short interview with anchorman Larry Kane.

KDKA-TV Pittsburgh took to the road to keep its viewers up to date on both campaigns. The tour began on Oct. 4 when a news crew including anchorman Jay Scott joined President Ford's last West Coast swing for four days. Then after joining the Carter campaign in Cleveland, Mr. Scott was granted an exclusive interview with the presidential challenger to discuss specific issues related to western Pennsylvania. By the end of the tour, the crew had traveled 8,000 miles and had shot 10,000 feet of film. This resulted in an eight-part report on the 6 p.m. news.

President Ford came to Columbus, Ohio, the day before the election and WTVN-TV turned down an invitation to follow the President in the local press bus. Instead it assigned two crews to cover the visit. One was at the airport and the second was at his next stop. When Mr. Ford left the airport that crew was free to go ahead to the third stop, thus eliminating the last minute rush and problems that would have cropped up if there had been only one crew on the bus. The news that night showed two reports on the President's day and then a story on the Ohio Carter headquarters.

Grand Rapids, Mich., President Ford's home town, was his last campaign stop. After the election he was scheduled to fly back to Washington after dedicating a mural at the Grand Rapids airport. Because of tight quarters, the local TV stations were informed that only one station would be allowed to be present. WOTV volunteered to supply pool coverage. Throughout the campaign WOTV presented special reports on Mr. Ford's activities in his home town. Excerpts from all these were put together in a special and aired during the evening news on election day.

Election eve was the last chance for sta-



**A pair of Jacks.** Beverly Sills talks with Jack Ford (l), son of President Ford, and Jack Carter, son of Jimmy Carter, on her WNBC-TV New York program, *Lifestyles with Beverly Sills* which aired Oct. 30. The show also featured interviews with the wives of William Proxmire, Birch Bayh and Barry Goldwater Jr.

tions to give their viewers facts on the candidates before they went to the polls. In St. Louis KSD-TV turned over its entire week-night half-hour *Newsbeat* to a show titled, "Complete Voters Guide to the Election." Newsmen Patrick Emory, Dick Ford and John Auble reviewed all the major candidates, amendments and propositions on the ballot the next day and chief correspondent Chris Condon had interviews with President Ford and Jimmy Carter.

An unusual approach to the campaign was taken by WNEW-TV New York when it aired its election eve special, *Listen to America: Gabe Pressman and Harry Chapin on the Road*. Mr. Pressman, the station's political reporter, took to the road to talk to Americans to find out how they "see their country and themselves, and to find out what they hope and fear for the future and what they want their country to become." Singer/songwriter Harry Chapin wrote and performed original songs for the half-hour program. The

show was filmed in varying locales across the country from Biloxi, Miss., to Eureka, Calif., and included a bus ride from New York to Chicago. The station estimated production costs at between \$6,000 to \$7,000.

While covering many of the appearances and events of the campaigns posed few major technical problems, some ethical questions did come up.

WHIO-TV Dayton, Ohio, turned down restricted, exclusive interviews with both vice presidential candidates. Both camps offered exclusives if the station would agree to hold them for at least 24 hours. The station refused because the campaign was in its final stages and it was apparent that both candidate's press people wanted to get two days news coverage from a single event. The station declined on the basis that the condition constituted manipulation of its news programming.

In Chicago an interview between President Ford and WBBM-TV's Washington correspondent, Philip Walters, led to an unpleasant confrontation with White House News Secretary Ron Nessen. It began at another Chicago station, WLS-TV, where Mr. Ford was taping one of his paid half-hours. After he was finished, he walked onto the set while the evening news was in progress and took about three minutes of questions. Mr. Walters then got permission to conduct an interview with the President at his hotel. In a discussion with Mr. Nessen prior to the interview, Mr. Walters was asked what questions he planned to put to Mr. Ford. When he mentioned the subject of *Playboy* asking Mr. Ford for an interview, Mr. Nessen tried to talk him out of it, according to Mr. Walters, who said he made no comment. Toward the end of the interview when Mr. Walters tried to ask the question, Mr. Nessen interrupted saying, "That's not fair." Mr. Walters asked, "I can't ask that?" With the cameras still on, he was told the answer was no and the interview was over. The exchange was aired on the evening news.

The need for accurate, fast returns for display on the air election night is leading stations to computers and other sophisticated techniques. In Baltimore, WMAR-TV subscribed to the News Election Service to receive Maryland results for President, Senate and eight congressional districts via high-speed teletype. This was in addition to the figures supplied by the AP. The information for 97 races and issues was fed into its computerized Telemation 1425 character generator.

Another user of NES was WSB-TV Atlanta which had its ENG units out in full force on election night. Units were covering President Ford and Jimmy Carter's Atlanta headquarters and another in Plains and the DeKalb county courthouse.

KAKE-TV Wichita used 500 volunteers to collect duplicate ballots from election machines in the county. The ballots were then tabulated in a computer supplied by a local bank and the station said its results ran four to five hours ahead of the election commissioner's totals.



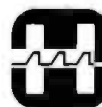
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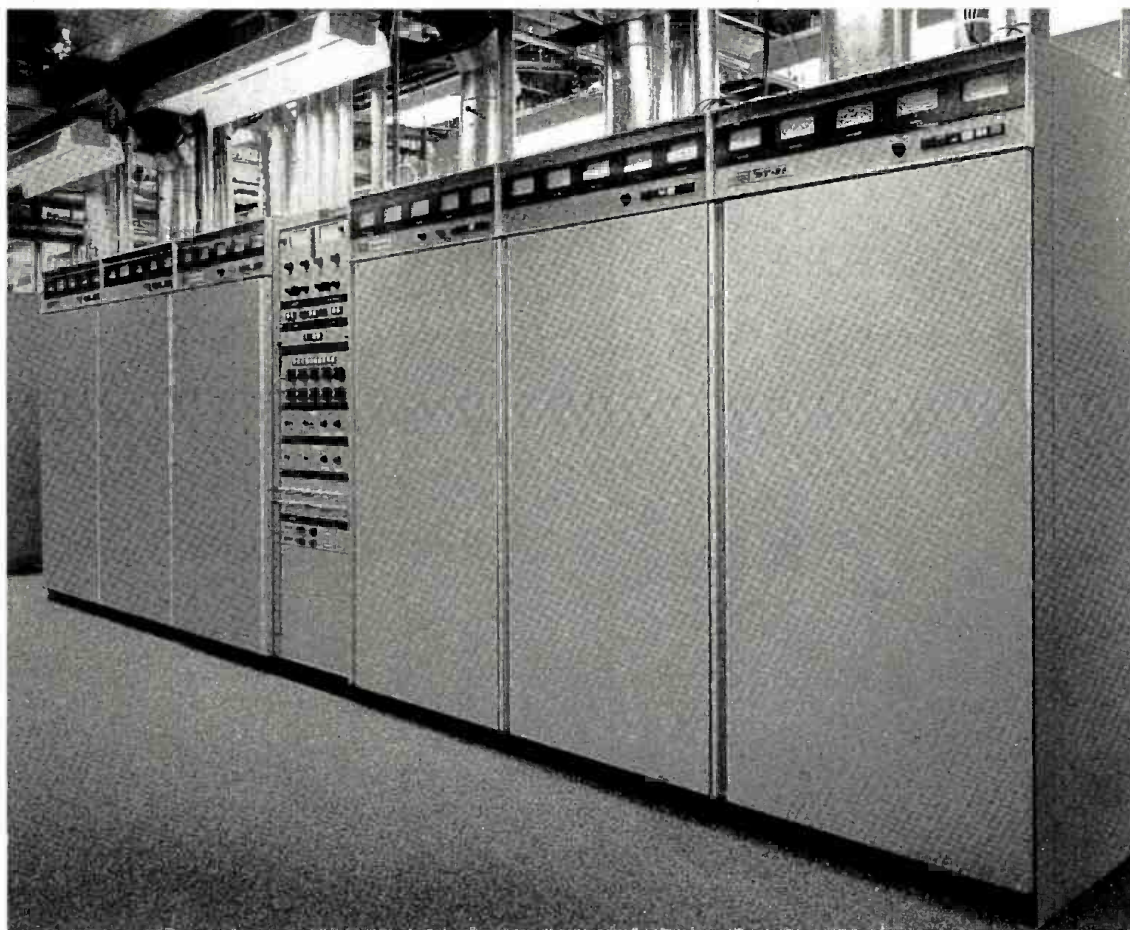
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## The Broadcast Media and the Political Process 1976

### Radio continues a 56-year-old tradition of professionalism

**The medium that entered the field of presidential reporting in 1920 again does its thorough job in 1976; local stations not only spotlighted the national front, but also provided insight on the issues and candidates as they affected home communities**

When the Republican delegates set up shop in Kansas City, Mo., the WDAF(AM) news team there came out in full force. The local flavor of the convention was captured with emphasis on the Missouri and Kansas delegations. And, with the exception of the opening ceremonies, WDAF provided gavel-to-gavel coverage. It was "the one thing we could really get our hands on," said WDAF News Director Charles Gray.

With the networks and news services offering sweeping national coverage, individual radio stations concentrated on local angles. For the most part, this meant the races back home. But given the chance to catch some of the presidential contest, local stations jumped in.

In early 1975 when Jimmy Carter, the candidate, left Hartsfield Atlanta International Airport to begin his formal campaign travels, WSB(AM) Atlanta was there. As it turned out, according to News Direc-

tor Bob Ketchersid, his station had the only reporter to see him off. Early on in the campaign, WSB had no trouble keeping in direct contact with Mr. Carter. An interview often was as easy as a telephone call. After the New Hampshire primary, however, Mr. Ketchersid said, "we became just like everybody else." Candidate Carter had become a national figure and was no longer "totally accessible." But, WSB, in the heart of Carter country, had no problem finding stories. While it couldn't always get to the man himself, it could interview his family, the mayor of Plains, Ga., and the candidate's former schoolmates. And when balance was needed on the Republican side, WSB turned to network offerings.

Dick McKay, news director for WMAX(AM) Grand Rapids, Mich., doesn't recall formally telling his staff to avoid overplaying the candidacy of native son Gerald Ford. When Mr. Ford came home, the coverage was like "a President visiting the city," Mr. McKay said, without emphasizing the "hometown boy" element. For national stories, WMAX relied on NBC's News and Information Service and to balance local Ford stories, the station could look to a "vocal" and "active" Carter contingency operating in Grand Rapids,

Mr. McKay explained.

Most radio stations obviously didn't have the geographic advantages of the WSB's and WMAX's. The primaries, however, afforded the others many opportunities to get into the national act. WBZ(AM) Boston undertook a seven-day remote from Manchester, N.H., to cover the nation's first primary. It claims a first for Boston radio by originating two morning drive newscasts from Manchester as well as an evening talk show. The station's two-hour all-news block featured live round-robins anchored in Manchester with reporters located in key New Hampshire cities. When the first town in the nation cast its primary votes, in Dixville Notch, WBZ claims its news director, Ed Bell, was the only radio reporter providing coverage.

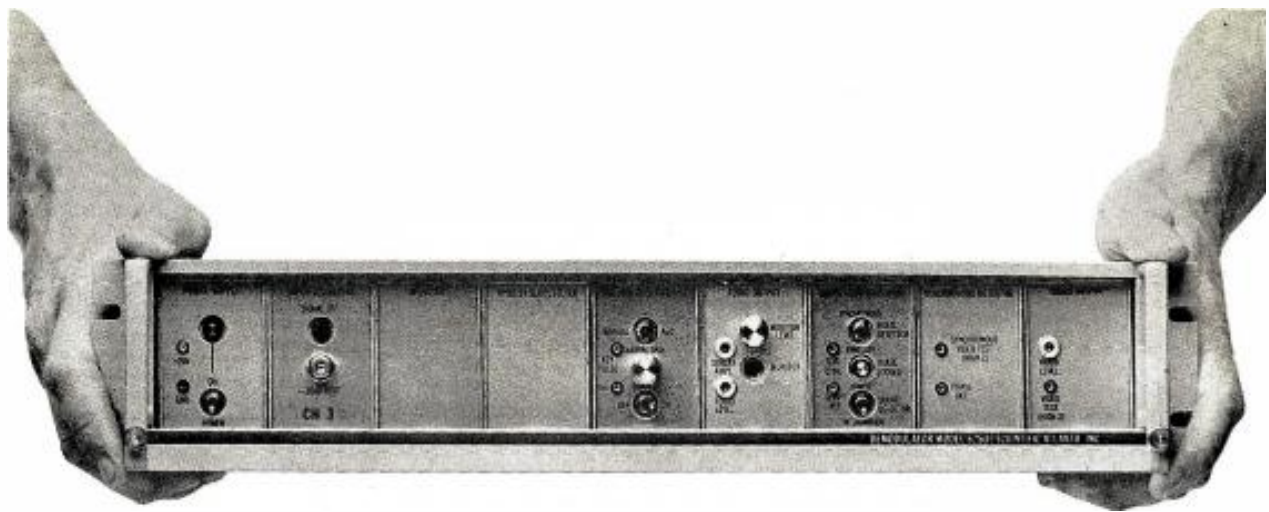
Further down the primary road in Pennsylvania, KDKA(AM) Pittsburgh relied upon "talk show journalism" to add an extra dimension to its campaign coverage. With the exception of President Ford, whose campaign manager stood in, each of the other presidential candidates in that state's primary faced an hour of questioning on KDKA talk shows. The format has its advantages, as program manager Dave Graves pointed out: "Where else can the average person pick up a telephone and directly question a candidate for the Presidency . . .?" According to Mr. Graves, it was a KDKA listener's question that gave Jimmy Carter the most trouble during that period. Asked about the economy, Mr. Carter called a tax cut inevitable—a statement that drew considerable media attention.

KDKA also was among those radio stations to institute special series programming on the national race. It offered a "college course" in presidential politics in weekly one-hour segments. The series, produced with assistance from a local college, featured professors as well as "guest lecturers" of the likes of *New York* magazine's Richard Reeves, *The Washington Post's* David Broder and Charles Seib and the Westinghouse Broadcasting Co. Washington bureau chief, Sid Davis.

WTOP(AM) Washington was another that went beyond the wires and networks for its coverage. Beginning last January, the station aired a 15-minute wrap-up in evening drive time called *Campaign Digest*. A three-minute abridged version ran the following morning. Anchored by Gil Butler, the program reported the hard



**Covering the campaign.** Charles Gray (arms folded), anchorman for WDAF(AM) Kansas City, Mo., is on the scene to cover a Ronald Reagan news conference the day after he won the Nebraska primary.



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campaign news of the day as well as featured interviews with campaign operatives, surveys of print columnists and observations from Post-Newsweek stations' commentators Hugh Sidey, Elizabeth Drew, Carl Rowan, James J. Kilpatrick and George Will. Mr. Butler also traveled to the major primary states where the show would originate. By fall, WTOP extended the offering by including contributions from *National Observer* and Knight Newspapers reporters who were tracking the presidential and vice presidential candidates.

Utah was "off the beaten path" in the national race, Phil Mueller, KSL(AM) Salt Lake City news director admitted. But while appearances by candidates were few, and far between, they were not always without problems. The first appearance by Ronald Reagan brought KSL and the candidate's advance team into a tangle. Mr. Mueller said the Reagan forces would allow just a one-on-one television interview, with other stations allowed to pick up the proceedings but ask no questions. KSL protested what it considered the "controlled" nature of the visit in letters to state and local campaign committees. Mr. Mueller was far from claiming that the letters were responsible for altering Mr. Reagan's campaign strategy. But on a subsequent Reagan visit, he said, there was "open coverage."

According to Roger Downey, KTAR(AM) Phoenix news director, Arizona was another state that did not enjoy an abundance of appearances by candidates—especially after the state primary. It was "more or less a pitstop," Mr. Downey said. However, when candidates came to town, KTAR kept constant tabs on them. Radio had the advantage, Mr. Downey explained, because it could cover the candidates in-depth wherever they went. Television on the other hand "had the problem of showing bits and pieces" in a more limited time-frame, he said.

In addition to covering their home and neighboring states, reporters often went on the road. WNEW(AM) New York covered the New York and New Jersey primaries locally, but sent newsman Mike Eisgrau to report on the New Hampshire, Massachusetts and Florida balloting. His purpose was to complement the hard news being provided by the news services. For Mr. Eisgrau, that meant interviews with



**Person to President.** Burke Hully, political reporter for WJR(AM) Detroit, shakes Mr. Ford's hand at the end of the President's Michigan campaign swing.

the voters rather than the candidates. The WNEW feeds were made available to other Metromedia radio stations.

Cliff Evans, vice president, Washington news bureau for RKO General Broadcasting, spent at least 50% of his time on the road. His election coverage formally began by following the convention site committees in 1975. The primary route took Mr. Evans to a number of states where he interviewed not only the candidates but party chairpersons and the like. Two primaries were handled in depth by Mr. Evans: Florida and Texas.

Once convention times rolled around, Mr. Evans was on the floors of Kansas City's Kemper Arena and New York's Madison Square Garden taping different cassettes for the RKO radio stations.

Cox Broadcasting Co. not only had a reporter from each of its local stations at the conventions but also its Washington team of correspondents. "We would seldom waste a story," said Cox Senior Correspondent Mal Johnson, who added that the local stations were consulted every day and were provided feeds tailored to their special interests.

WOWO(AM) Fort Wayne, Ind., claims to be the only broadcast station from its city to send reporters to the conventions. Aside from the routine filing of stories, newsmen back at the wowo studios would question their reporters on the scene for on-air explanations of the events. WHN(AM), like several other New York stations, had the advantage of originating from the convention floor during the Democratic convention. Later it sent a reporter to Kansas City to cover the New York, Connecticut and New Jersey groups.

WINS(AM) New York was another to take advantage of its proximity to the convention. Through its coverage, it claims it "was able to show off the medium" of radio by techniques that "could not have been achieved by television." All within a few convention minutes, WINS said: A reporter was interviewing a delegate live with a hand-held mobile unit; simultaneously a podium speech was being piped back to the WINS studios where it was edited and excerpted; an introduction was transmitted to the sky booth via telecopier where it was read; the cart was then played from WINS; soon after the broadcast was switched to remote locations on the floor.

During the Democratic convention, WINS said that more than 120 live reports were made from the sky booth and more than 500 inserts added in, both live and tape.

According to Curtis Beckman, news director at WCCO(AM) Minneapolis-St. Paul, his station's presidential campaign coverage truly began at the Democratic convention when Senator Walter Mondale (D-Minn.) was selected as Jimmy Carter's running mate. It didn't take long for WCCO to interview the candidate. Through Mr. Mondale's administrative assistant, WCCO had requested that the candidate call the station when he had the time. Candidate Mondale found the time when he returned to his hotel room after Jimmy Carter made his vice presidential choice public. WCCO aired a 15-minute live conversation with the vice-presidential contender, in what Mr. Beckman characterized as "something approaching a call home."

Thereafter, WCCO, too, had to take steps to present balance. It did this by seeking out stories about the Republican contenders, even if out-of-state. When President Ford was speaking in Des Moines, Iowa, WCCO contacted KRNT(AM) there which was covering his address live. A phone call to the KRNT master control board brought WCCO the event live.

(On election day, according to Mr. Beckman, WCCO was the only broadcast station to go live from Afton, Minn., where Mr. Mondale cast his vote. Later in the day, WCCO gave his Republican counterpart, Robert Dole, equal time by taking a taped feed from KRSL(AM) Russell, Kan.)

But it wasn't only stations with native sons in the race that took special steps to have all voices heard. WIND(AM) Chicago offered all major and minor party candidates free air time. According to the station, all the contenders with the exception of Eugene McCarthy, Roger McBride and Gerald Ford took advantage of the forum. The 30-minute interviews or candidate-prepared tapes were aired Sunday evenings.

WJR(AM) Detroit left itself open to equal-time demands by running tapes of President Ford and Jimmy Carter during their Michigan appearances. Curt Hahn, WJR news director, admitted being "rather surprised" when only the Communist party candidate, Gus Hall, appealed for similar treatment.

When it came time for the debates, radio did more than just broadcast them and return to normal format. Special emphasis was placed on commentary, and for some stations, the solicitation of listener reaction.

WMAL(AM) Washington was fortunate enough to get to James J. Unger, Georgetown University debate coach, before the League of Women Voters. Dr. Unger acted as a technical adviser to the league for the second and fourth debates. But he honored his commitment to WMAL for the first and third—serving as a panelist on 10-minute pre-debate and 30-minute post-debate shows. Earlier interviews with the panelists were included in newscasts for a few days prior to the debates.

KFWB(AM) Los Angeles opened special



**Off the cuff.** Clifford Evans (immediate right of President Ford), VP of RKO's Washington news bureau, catches the President—along with other reporters—outside the White House.



telephone lines after each debate. Responses were aired at various times during the days following the confrontations. WIND went after live listener reaction. After the second debate, WJR had a local survey group poll 500 city residents to determine which candidate had come off the best.

Commentary was also out in force on election night. WMAL brought former Senator Joseph Tydings (D-Md.) and Representative Gilbert Gude (R-Md.) into its studios to provide interpretation on both local and national races. A similar tack was undertaken by KSD(AM) St. Louis which broadcast reactions by former Representative Thomas B. Curtis (R-Mo.) and Representative James Symington (D-Mo.). WGN(AM) Chicago brought in its Washington bureau chief as well as political analysts from the University of Chicago. Reporters in the field and experts in the studio simultaneously answered WGN listeners' questions that evening.

When the final balloting began, individual stations primarily turned national coverage over to the networks and news services and concentrated on the local races. "Our strength was purely on the races underneath [the Presidency]," Jim Gordon, WNEW news director, said.

#### Radio networks and audio services kept the news flowing from along the campaign trail

And, as they had throughout the campaign, the national networks and services provided a wealth of material to choose from:

On election night, ABC Radio added 14 one-minute, 50-second special reports each hour to its normal four-network newscasts. Each network—American Contemporary, Information, FM and Entertainment—had two anchors providing separate reports beginning at 7 p.m. At 1:15 a.m., coverage was consolidated with all ABC affiliated stations receiving the same broadcast until 4:31 a.m.

While all four ABC networks carried the major events of the day during the campaign, the treatment varied. Political analysis was more likely heard on the Information network, for example, while youth-oriented issues such as a pardon for draft evaders would receive more play on the American Contemporary and FM.

Beginning last February, CBS Radio replaced its *Mike Wallace at Large* program with a five-minute nightly summary of campaign events. Special programming to follow included two nine-minute reports each hour from the conventions and three nine-minute reports each hour election night. CBS also had three 24-minute reports prior to the conventions and pre-election and post-election specials.

Aside from its two anchors, CBS used a regional concept in tracking races across the country, with individual reporters responsible for heading coverage efforts in the East, South, Midwest and West. From Oct. 3 to Nov. 2, the network ran public-



**A face in the crowd.** ABC News correspondent Bettina Gregory, radio floor correspondent at both political conventions, listens to one speaker at the Republican's Kansas City get-together.

service announcements to encourage voting.

Election night at NBC Radio "was a different kind of ball game," according to Chuck Eldridge, director of radio news operations. With its NBC Radio network and News and Information Service, NBC found its normal studios weren't large enough. As a result the news department "borrowed" 3,500 feet from a scene dock, where among other things, the sets for *Saturday Night* are stored. NBC also received a special waiver from the FCC to allow two sets of lines to leave the building. Newsgathering for NBC and NIS was the same. But news dissemination was separate since, in Detroit for example, NIS-affiliate WCAR(AM) was competing with NBC-affiliate WJR(AM).

Dual facilities were also constructed at the convention sites. NBC offered 45-second convention perspectives at the end of each of its two hourly five-minute newscasts. It also fed a six-minute convention report each hour. NIS, on the other hand, provided a minimum of six minutes live each half hour from the convention. For keynotes, acceptance speeches and the like, it was joint coverage.

Among the radio networks, Mutual Broadcasting System claims the distinction of being the only one to provide gavel-to-gavel coverage of the Democratic and Republican conventions. And with its staff of 50 in New York and Kansas City Mutual also offered three daily 15-minute convention reports.

Aside from its regular feed of three newscasts an hour and another report for its Mutual Black Network, the network added two daily five-minute campaign reports during the year—one each in morning and afternoon drive time. During primary election nights, hourly five-minute reports were added as part of its over-all "Project 76: The Presidency" package. On election night, Mutual provided continuous programming for 10 hours, which,

according to Bob Moore, director of news, was "as flexible as possible," giving Mutual's affiliates the option of taking virtually continuous programming with "local cut-away windows."

UPI and its companion, UPI Audio, take the credit for being the first of the news agencies and networks to project Jimmy Carter as the winner—at 2:57 a.m. Furthermore, "we were on target with all of our [state] calls," said Bill Ketter, vice president, for broadcast services. Aiding UPI Audio was a "totally electronic newsroom," he added, where all information passes through a central computer base called IS&R (information, storage and retrieval).

Among special UPI Audio features were a daily two-minute and 30-second *Reporter's Notebook*, which ran from the primaries to election day. Also available to subscribers was special programming on the issues varying in length from two to 15 minutes.

Associated Press Radio ran three three-minute, 30-second reports an hour during its election night coverage. And while it opted not to go for wall-to-wall coverage, these reports were lengthened for such events as the Carter acceptance speech.

Early in 1976, APR started producing *Campaign Reporter's Notebook*, a nightly feature allowing more detailed treatment of the day's events as well as anecdotes and the like. From the conventions, APR offered two reports per hour and live coverage of the keynote and acceptance speeches.

On election night, National Public Radio provided 10-minute reports on the hour and five-minute reports on the half hour. Actualities from UPI Audio were incorporated into NPR's own summaries and analyses. During the conventions NPR reporters supplied material for NPR's half-hour *Morning News* and live reports for its 90-minute evening *All Things Considered* news magazine program.

NPR's basic orientation was to complement the hard news coverage that was being provided by other networks and news services. In October, for example, NPR sent a staffer to Dallas, Pittsburgh, Chicago and Stockton, Calif. to track individual voter reactions to the candidates.



**Gearing up.** Sharron Lovejoy, Midwest regional correspondent for CBS Radio's Campaign '76, tries on equipment that she used to cover the New York Democratic convention.

## The Broadcast Media and the Political Process 1976

### Just how great were those 'Great Debates'?

**1976's candidate confrontations were as tough to prepare for and to put on the air as they are to analyze; though no one will defend them on forensic grounds, few would deny their place in last year's politics**

No other political events of 1976 were so eagerly anticipated, so widely watched, so carefully analyzed and so roundly criticized as the four "Great Debates." The three between the presidential candidates drew an audience ranging from 94 million for the first to 74 million for the final, with 55 million sitting through all or parts of the third, vice presidential, contest. Whether, altogether, they were the decisive factor in the 1976 campaign is itself a matter of debate. That they were the *essential* factor is agreed by both camps.

Ironically, President Ford, who it was thought would deny his opponent a joint appearance on national television, was the one who first threw down the gauntlet. He did so in his acceptance speech at the Republican convention, beating Jimmy Carter—who had planned to issue his own challenge the next day—to the punch.

When they were over, Mr. Carter told reporters the debates had been critical to his election victory. Mr. Ford's debate coordinator, Michael Duval, said the debates made the President's race the greatest comeback of all time—greater, he

feels, than Harry Truman's against Thomas Dewey in 1948. Except, of course, that Mr. Ford lost.

Still, Mr. Duval believes it was the debates that made the election close. The President had three reasons for wanting them.

First, he trailed the challenger by a huge margin going into the general election campaign. Mr. Carter had a 25-30 point lead in the public opinion polls and the Ford strategists were afraid he would solidify that lead with extensive media advertising during September, when the Ford campaign was only starting to put together a new advertising team. The Ford people believed, and the polls ultimately bore them out, that the voters would suspend judgment during the debates. The Carter campaign, they reasoned, would grind to a halt.

A second reason, Mr. Duval said, was to try to counter the widely held impression that the former Georgia governor was more competent to be President; the polls showed Mr. Carter leading by 30 points in the competence department in early summer. The debates reversed that impression.

The third reason for debating was to provide a rationale for the President's Rose Garden strategy, the period early in the general election campaign when the President stayed close to the White House. The Carter campaign complained

bitterly about Mr. Ford's reliance on the trappings of the Presidency. Those symbols were not available to their candidate and the press was increasingly making it an issue. The debates neutralized that potentially damaging impression, Mr. Duval said.

Aside from his standing in the polls, President Ford had other weaknesses to overcome: (1) he presided over a minority party; (2) his administration coincided with the worst recession since the thirties; (3) he was an unelected President; (4) there was the problem of the pardon of former President Richard Nixon; (5) it was the first time a Republican faced an election where the Democrat was guaranteed equal financing.

The sum of these "suggested that there shouldn't have been a race," said Mr. Duval.

The Ford people believed the voters would use the debates more than broadcast news or advertising to make up their minds. That's now considered an overestimation. "The fact of the matter is that because the basic issue was trust and personal characteristics and things of that sort rather than substantive issues, the debates probably had less impact than we had anticipated, and probably less impact than the advertising," said Douglas Bailey of the Washington political advertising firm, Bailey, Deardourff and Eyre Inc., who co-directed Ford advertising during the

CBS NEWS PHOTOS



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general election campaign.

Another principal of that team, John Deardourff, said his partner's observation does not negate Mr. Duval's contention: that "the debates tended to wash out most of the impressions ... up to that time. I think Rafshoon [Mr. Carter's advertising specialist, Gerald Rafshoon] would agree that most of what was spent before the first debate was wasted."

To journalists following the campaign trail, the debates were more of the same. "I felt both candidates were reciting lines," said Walter Mears of the Associated Press, a panelist at the vice-presidential debate. "I heard some things word for word from earlier speeches."

Despite his reservations, Mr. Mears said, on balance, he found the debates useful, "I think it was an overwritten story and that it was a bad campaign. I think that there were a lot of things wrong with it, but I don't think it was all that much worse than the campaigns of the recent past. But I think it would have been if it hadn't been for the debates. I think the debates focused it."

Columnist Joseph Kraft, a panelist at the third presidential debate, found the debates "not very good, and ... not the best way to choose Presidents." The reason, he said, is that they "put a premium on qualities that are not very presidential—quickness, the capacity to articulate something in a hurry, the appearance of being confident—very, very superficial qualities ... They don't demonstrate any capacity to think clearly, don't demonstrate any capacity for real depth of familiarity with the issues."

Mr. Kraft balances that assessment, however, with his belief that "the debates were probably the best thing going in terms of giving the American people the best available view of the candidates in the flesh."

NBC's Edwin Newman, moderator of the first debate, shares Mr. Kraft's opinion that the ability to give off-the-cuff answers does not have much to do with the successful conduct of the Presidency, but there is another side to his thinking, too. "The great advantage of the so-called debate format, it seems to me," he said, "is that it appears to be dramatic and it leads people to watch ... And it does enlighten them somewhat about the candidates and the issues."

It also could not be accomplished through any other medium save television, which in the opinion of Mr. Newman and others, has come to play "a crucial role in a country this size and with this large a population." To Mr. Kraft, TV's role was creating the early, "first-flash" impressions, which were followed up and focused by the print press.

James Karayn, director of the debates project for the sponsoring League of Women Voters, expanded that thought. "I get impressions from TV and they're very strong," he said. "I think TV does have a real effect. But I think it comes through osmosis. I don't think it goes directly to here [pointing to his head] like it does when you're reading it and you

CBS NEWS PHOTO



**First debate**—9:30 p.m., Thursday, Sept. 23, at the Walnut Street Theater, Philadelphia. 90 minutes (plus 26) Pool coverage by ABC; Elliott Bernstein, pool producer. The panelists: (l to r) Frank Reynolds, ABC News; James Gannon, *Wall Street Journal*; Elizabeth Drew, *New Yorker*, and Edwin Newman, NBC News, moderator.

know you're thinking about it. I think TV goes through the soles of your feet and through your mouth and head and certainly through your eyes. And it leaves an impression there."

■ To the candidates, winning the debates was important. But, as NBC newsman Edwin Newman pointed out, it was even more important that they not lose. That's why in the opinion of people like columnist Joseph Kraft, the debates were "stuffy, stilted."

Both sides were acutely aware of the electorates' high expectations for the debates, knew the press would be grading them, and strove, by minimizing the distinctions between the two candidates, to make that task more difficult. Mr. Carter went into them saying he could win the election if the debates were judged a tie. It was clear neither he nor the President would try anything fancy or flashy.

And that, said Mr. Newman, was a shame. "The problem in the debates is that they [the candidates] have so much at stake," he said. "They won't take any chances. If one of them had been willing to take a chance, if one of them had so much as cracked a joke, the dividends could have been enormous." But, as Mr. Newman continued, "These men weren't trying to use TV well. They were trying to get elected President of the United States."

Thus the candidates sought to introduce controls, surrounding themselves with every safeguard they could think of to make sure they did not lose. Both Mr. Carter and Mr. Ford crammed from massive briefing volumes containing information on every question their aides could imagine might arise. Mr. Ford had three rehearsals before the first debate, one before the second, in the family theater at the White House. Michael Duval would quiz Mr. Ford and hold a stopwatch to his answers. The President stood behind a lectern, as he would at the real thing, with the opponents lectern

placed seven feet away. Cameras were arranged as they would be at the debates and he studied diagrams showing him where the panelists and moderator would be, "so when he walked in he'd know where everything was," according to Dorrance Smith, a staff assistant in the President's TV office.

The Carter side sought to make political hay of these rehearsals. Their candidate, Carter aides boasted, did not undergo nor did he need such elaborate prompting. Gerald Rafshoon, Mr. Carter's media adviser, said that one of Mr. Ford's problems during the debates was that "he was so choreographed." Ford aides said the same about Mr. Carter.

Both candidates dispatched TV seconds to the debate sites. There they made sure that, as in loading Noah's ark, everything was done in twos. They made certain the lecterns were identical, with identical holders for identical water-filled decanters and glasses (the holders as a safeguard against the candidates dumping them with their knees).

The chairs behind the lecterns also were identical, although there was a minor crisis before the first debate when the Carter people noticed Mr. Ford's chair had mysteriously disappeared. Fearing viewers might think the Carter chair a sign of weakness, Barry Jagoda, Mr. Carter's TV adviser saw to it that the Ford chair was reinstated.

(There was another minor crisis when the candidates' representatives noticed that the clocks mounted in the candidates' lecterns were 14 seconds apart. That problem remained unresolved, however, apparently causing no harm.)

But if the concern for detail seemed at times excessive, it was nothing compared to preparations for the first debates in 1960. Jack Sameth (WNET(TV) New York), the league's TV representative for the first of the 1976 debates, was a director at one of the ABC-run debates in 1960, and recalls the preparations for the split-screen version. ABC had to construct two identical sets, one in New York for John Kennedy, the other in Los Angeles for Richard Nixon. Caution took on new meaning when ABC production chiefs in New York, observing seamstresses sewing the fabric backdrop from left to right, called the West Coast to make sure seamstresses there would, too.

In 1976, by contrast, the networks had to shoot whatever the league built, which was essentially the same setting used at the fourth debate in 1960, according to Mr. Sameth. He has few doubts the networks "would have gone ape if they could have done it," but the league had severely limited capital, in network terms, and only three weeks to construct the set. Most of it was done by contract. Bob Wightman, a freelancer from New York, designed the set, which ultimately was constructed in just two and half days at a cost of roughly \$30-35,000. The furniture was bought for \$750 from Herman Miller, a prestigious furniture dealer/manufacturer in New York, which bought the props back at the same price when the debates were

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finished, however, for donation to the Smithsonian Institution. The lighting was overseen by Imero Fiorentino Associates Inc., a leading lighting design and consulting firm, also from New York. The league used the same set in each of the four debates.

Another reason that fussing was held to a minimum this year, in the opinion of James Karayn, the league's debate project director, is that television has matured during the 16-year interval both in the state of the art and in the candidates' attitudes toward it. In the two negotiating sessions that laid the groundwork for this year's debates, television was in the background. There was little discussion of camera angles, staging, lighting, backdrops or any other of the elements that go into a TV production—the subjects that dominated the 15 negotiating sessions that preceded agreement on the 1960 debates. Instead, the discussion turned on format questions.

The candidates in 1976 had more faith than their 1960 predecessors that they could get along with television, and they came better equipped to handle it. Mr. Ford had used television often in his two years in the White House and Mr. Carter, in four years of campaigning for the presidency, was likewise no stranger to the medium.

Both, too, had assistants with strong TV backgrounds. On Mr. Carter's side was Gerald Rafshoon, head of the Atlanta advertising agency that did all of Mr. Carter's paid media work—broadcast and print. He also had Barry Jagoda, a veteran of both NBC and CBS news, and Bob Squier, president of a TV productions consulting firm, The Communications Co., Washington. On the Ford side were William Caruthers, an independent TV producer from Hollywood with a long list of TV entertainment credits, and Dorrance Smith, who previously had been with ABC Sports.

When it was all over, neither the Ford nor the Carter side had any complaints about the jobs the networks did in carrying the events. Everyone felt "sorry" for ABC when the sound went dead for 26 minutes at the first debate. Said Mr. Karayn, "They wanted to make it work as much as anyone . . . We felt very bad for Elliott Bernstein and Richard Armstrong," ABC's producer and director at the first debate.

(There was another, less publicized technical gaffe at the CBS-pooled second debate, although one that was hardly apparent to the TV viewer. About half an hour into the production the picture went momentarily black when a piece of cardboard, hung like an awning to shield one of the cameras' lens from the glare of overhead lights, suddenly flopped down over the lens. The tape securing it had apparently become unstuck under the lights' heat. Repairs were made in seconds while the picture was shifted to another of the eight cameras.)

In the end, the medium was essentially neutralized. The only major variables were the candidates themselves.

Presidential candidates prepared carefully for the job, but despite their caution, both reacted to the setting in ways quite human. For one thing, they were nervous. Max Frankel, of the *New York Times*, a panelist for the second debate, said that Mr. Carter quivered noticeably in his neck and under his chin. President Ford appeared more sturdy than his opponent at first, but "it was such a determined, hang-on-for-dear-life demeanor," said Mr. Frankel. James Gannon of the *Wall Street Journal*, a panelist for the first debate, later wrote that the President's grip on the lectern was so firm, "he looked as though he could lift it over his head and throw it at me."

Mr. Carter also sweated heavily at the first debate, a fact more apparent to Ed Newman, sitting a few feet away, than to the viewer. "He was perspiring so heavily that at one point I thought of signaling to him to mop his brow. Then I realized that if I did signal him, I'd be intervening in the debate."

"Neither candidate appeared to be slick," Mr. Newman added. "Neither was at ease."

The main criticism Mr. Ford's televi-

CBS NEWS PHOTO



**Second debate**—9: 30 p.m., Wednesday, Oct. 6, at the Palace of Fine Arts Theatre, San Francisco. 90 minutes. Pool coverage by CBS; Jack Kelly, pool producer. The panelists: (l to r) Pauline Frederick, National Public Radio, moderator; Richard Valeriani, NBC News; Henry Trehwitt, *Baltimore Sun*, and Max Frankel, *New York Times*.

sion aides had of the President in the first debate was that he did not look often enough into the camera. Mr. Newman noticed that, too. "On a couple of occasions when I called on Ford, he made his reply looking at me, which is something you do on *Face the Nation* or *Meet the Press* and *Issues and Answers* . . . Again I thought I ought to signal him . . . and then I thought I shouldn't do that."

Between the first and second debates, Mr. Carter cultivated what his aides called a more "natural" look for television. His sitting down occasionally between rounds at the second and third debates was the result of a major strategy discussion between Mr. Carter and his aides. Gerald Rafshoon claimed authorship of the idea, saying it was the relaxed, more natural

thing to do on TV. He said the Carter side had fought in the original negotiations for a "sitting down situation, but Ford didn't go for it. . . . That standing up behind a podium was an unnatural act."

It would be difficult to conclude that such considerations as sitting down, which were designed to improve the visual impact of the candidate, by themselves had a great deal to do with the outcome—but they helped. Another Carter trade mark, his smile, was used increasingly after the first debate, at times with great effect, as Joseph Lelyveld of the *New York Times* describes. Mr. Ford, just before his controversial comment in the second debate that, "There is no Soviet domination of Eastern Europe," had been trying to reach the ethnic audience he ended up alienating. "The appeal," according to Mr. Lelyveld, "came in the form of a warning to Mr. Carter not to allege that 'His Holiness the Pope' had signed over the Warsaw Pact nations to the Soviet Union. In that instant, Mr. Carter, who showed up taking notes in a shot of both candidates on TV screens, raised his chin and smiled. His look of amusement seemed not only to dismiss Mr. Ford's debating point but to underscore his own self-composure relative to his opponent."

Reporters and public opinion polls gave the second debate win to Mr. Carter, thereby erasing the advantage President Ford had going in. Their first two trials behind them, the two presidential candidates entered the third and last debate considerably more at ease. According to Joseph Kraft, who served on the panel of the third, "it didn't seem either candidate was very nervous. Carter winked at me a couple of times (while Mr. Ford was talking) and Ford joked with me on one question. I didn't have the impression it was World War III."

■ There is a veritable cornucopia of ideas for making the debates better. The subject is not academic; the feeling is widespread that if Jimmy Carter is the Democratic candidate four years from now, they will happen again.

President-elect Carter has so far refused to commit himself, but commentators do not see how he can refuse. Edwin Newman said it for virtually everyone BROADCASTING consulted: "If he refuses, he'll suffer. He will be made to look bad by comparison. He will appear to be afraid, pompous or uppity, or whatever . . . It seems to me he's trapped. He may welcome it."

The rationale for permitting the 1976 televised debates without equal-time jeopardy still exists, having withstood court challenges from independent and third party candidates such as Eugene McCarthy, Lester Maddox (American Independent party) and Tom Anderson (American party). There is no need, then, for Congress to intervene with special legislation to suspend equal time, although there are some who will ask it to do so anyway.

The networks are expected to keep alive



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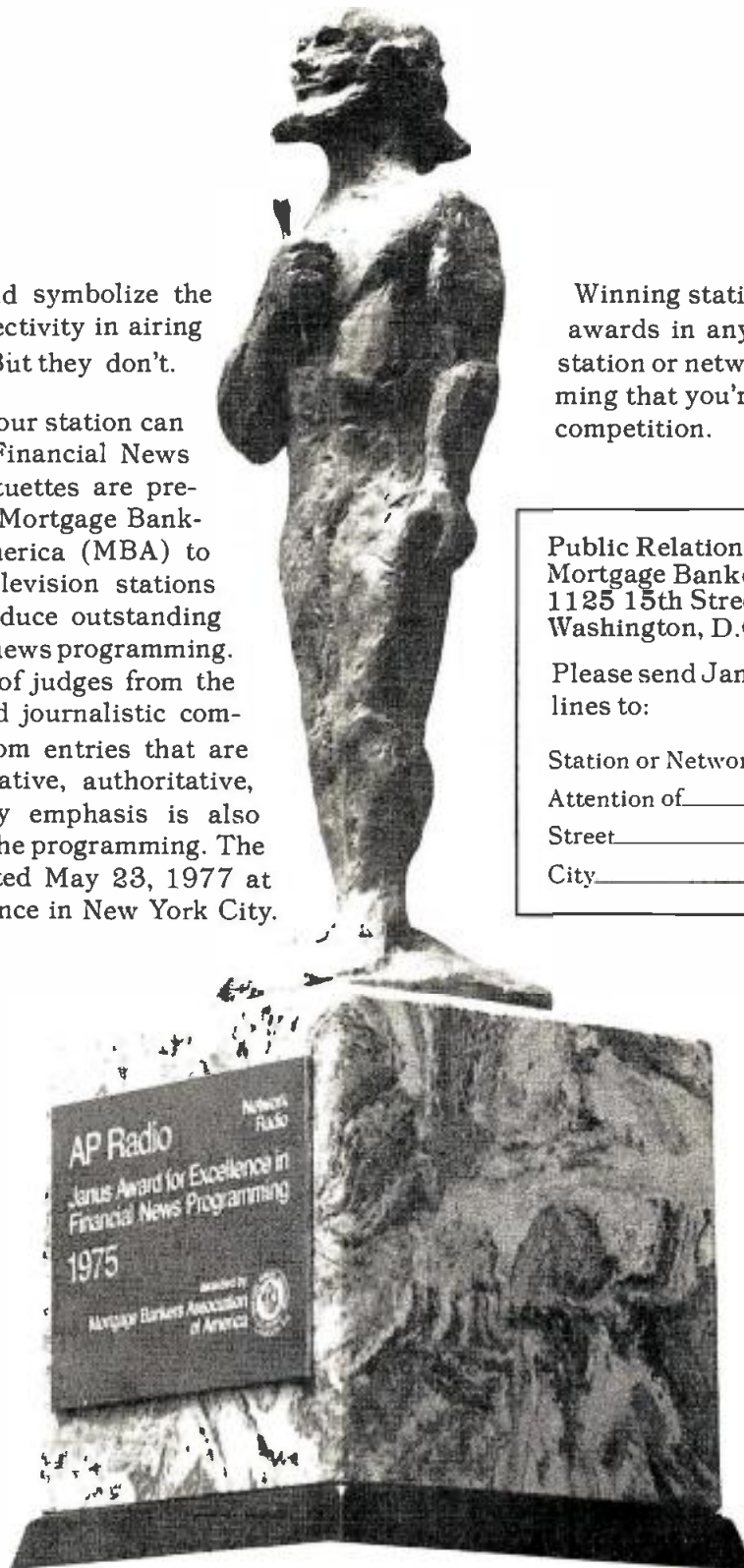
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the controversy about who should control the televising, arguing on their side that they should be the ones. Their view is reflected in a recent comment by NBC News President Richard Wald, who said the problem with this year's arrangement was that the debates sponsor, the League of Women Voters, was really "producing a television program, and I'm not sure that's a very good state of affairs" from a journalistic standpoint.

Allied with that point of view is House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), himself a former TV newsman, who will push in this Congress for a permanent suspension of Section 315 of the Communications Act for presidential elections. It is Section 315, of course, that keeps broadcasters from staging the debates themselves.

But there is a solid core of opposition to that idea on Capitol Hill and in the public sector, founded in part on a basic mistrust of the networks' judgment. Charls Walker, one of the chairmen of the league's debate project, represents the view. "I am not all that high on network journalism," he said. As a frequent lecturer before business groups, he finds fault particularly with their economics reporting, which he feels is superficial. "Until they start doing a better job, where they can get at least an A- at the Columbia University School of Journalism, I say keep their grubby little hands off [the debates]," he said.

As that battle continues to simmer, other thoughts for changing the debates bend toward improving the 1976 plan.

A recurrent complaint is that the second series of Great Debates, like the first, were not debates at all. They were, rather, elongated versions of the networks' Sunday panel interview programs, but with two interviewees. Indeed, they might better have been called "Great Joint Appearances."

The possibility of having the candidates speak directly to each other came up in the original negotiations this year and again was raised by the league with the candidates before each confrontation. And turned down each time.

Mr. Kraft had hoped to force such a face-to-face confrontation in the closing minutes of the final debate. His plan was to ask Mr. Carter: "After months of campaigning against President Ford, isn't there something you'd like to say to him now?" In a pre-debate huddle, the other panelists, Robert C. Maynard of the *Washington Post* and Jack Nelson of the *Los Angeles Times*, had agreed to collaborate, without the knowledge of the debates' coordinators and producer, by repeating the same question to President Ford. They had planned to begin this last-second blitz as soon as they received the standard 16-minute warning. But unfortunately for them, it never came.

Many believe that some form of head-on confrontation, in the mold of the Lincoln-Douglas debates, would be preferable to the present arrangement. If not 100% head-to-head, which most believe

the candidates would never agree to, then there should be a period set aside in the present format for the candidates to refute each others' statements, suggested Mr. Minow and Mr. Walker. A disappointment to them in this year's debates was that the candidates used the time given them for closing arguments to make "God-and-country" speeches, rather than refute one another's statements.

There are other ideas. Max Frankel who had the "ill grace" (his words) to prompt the President's East Europe error, said he was somewhat disillusioned after that second debate. "You really can't get down to brass tacks and there's too little time . . . not enough conversation or interchange and the sons-a-guns really didn't answer the questions." He suggested a format where two interlocutors and the two candidates sit around a table and talk, with no stopwatch on their conversation. "That's cool, for a cool medium, instead of hot, which is the 'boxing-ring format' you have now."

Another problem to face is what concessions should be made in the debates for third party candidates. It is a serious problem, in the opinion of Representative Van Deerlin, who believes some provision should be made for candidates who have qualified for the ballots in enough states to be serious presidential contenders, to take part in at least one debate. Eugene McCarthy was so qualified this year, he said. He also suggested the possibility of a special debate for third party candidates, which, if it had happened this year, might have pitted Mr. McCarthy against Lester Maddox, for example. "I don't know," Mr. Van Deerlin said, "but there's got to be some formula worked out. Otherwise you shut out third party candidates. And I think that is unconstitutional."

Newton Minow concurs with that judgment and, in fact, he and another former FCC chairman, Dean Burch, proposed in a paper for the Twentieth Century Fund

that TV access be granted to minor party candidates. Under the proposal, TV time in differing amounts would be guaranteed candidates who fit one of three categories: (1) the two major party candidates, (2) candidates who have qualified for three-fourths of the state ballots and who received one-eighth of the popular votes in the last election, and (3) new candidates who have qualified in three-fourths of the states. Mr. Minow said he favors the idea of a separate debate for third party candidates, but said his scheme is meant to apply more generally to free TV time for candidate speeches and interviews under a suspension of equal time. He doubts the formula could be worked into the debates, because the two major candidates "wouldn't go along."

The AP's Mr. Mears and Mr. Karayn propose having the candidates come together in some fashion on TV, but in an environment not of their choosing and answering questions not of their selection. It is important that the debates be "institutionalized," both men said, and that they be set up before the party's nominees have even been selected so they don't hinge, as they did this time, on the candidates' particular strategies.

One way to institutionalize the debates might be for Congress to pass a law, making them a condition, for example, of public financing for the candidates, said Ms. Hauser.

That is a controversial suggestion, however. Mr. Minow said he doubts it would be constitutional and, further, that Congress would ever go for it. In that respect he concurs with Mr. Newman, who said, "I expect the candidates to have the most to say about how the next debate is done."

■ The 1976 debates were an uncomfortable arrangement for the networks. Sixteen years ago, it was their show. This time they were confined to the back seat and their discomfort in that position was evident. It came to a head the week before the first debate when CBS threatened to boycott the event.

That scene—when CBS News President Richard Salant walked out of a meeting between network news heads and leaders of the sponsoring League of Women Voters after being told by one of the league's chairmen, Charls Walker, to "shut up"—was itself bizarre, captured for posterity by CBS's own camera. "I made a damn fool of myself, as I usually do when I go on the air," Mr. Salant said later.

He did not deny that he might have provoked Mr. Walker's remark with his persistent and machine-gunned questions, but if it happened again he would probably walk out again, because, "nobody tells me to shut up . . . It's a red flag to me for personal reasons," he said.

Although he and Mr. Walker have since exchanged apologies, Mr. Salant clings to the convictions that led to the confrontation in the first place—convictions shared by his counterparts at ABC, NBC and the Public Broadcasting Service, with varying

CBS NEWS PHOTO



**Third presidential debate**—9:30 p.m., Friday, Oct. 22, Phi Beta Kappa Hall, College of William & Mary, Williamsburg, Va. 90 minutes. Pool coverage by NBC; Christie Basham, pool producer. The panelists: (l to r) Joseph Kraft, syndicated columnist; Robert C. Maynard, *Washington Post*; Jack Nelson, *Los Angeles Times*, and Barbara Walters, ABC News, moderator.



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degrees of passion. There were two issues involved in that Saturday meeting. One was the league's insistence, because the candidates insisted in the original negotiations, that there be no camera shots of the members of the live audience at the debates. The candidates felt such pictures might be distracting and might give the television audience misleading impressions, but the networks thought the restriction an infringement of their journalistic liberties.

The other issue was how the panels of questioners were selected. Mr. Salant said he had evidence from representatives of both candidates that names of potential journalist-questioners were dropped because the candidates wanted them dropped. He said he had no specific names.

His implication that those panelists that did serve on panels had survived the candidates' cuts prompted the league's debates director James Karayn to charge back, "That's a blatant, absolute lie." Mr. Karayn acknowledged that the candidates indeed did have a role in the selection—they were permitted to submit 45 names of journalists (15 print, 15 broadcast and 15 editorial writers or columnists) prior to each debate and they were permitted to know the final selections before each—but none was ever dropped from the final list of four at a candidates' request, Mr. Karayn said. And there were four he could think of that were never on either candidate's list. Messrs. Karayn and Salant have not made peace.

Mr. Salant's displeasure with these developments in the debates was well understood by CBS News's reporters, and two, when tapped for spots on debate panels, turned the league down. One was George Hermati, who said he turned down an invitation to the first debate because he was in complete accord with Mr. Salant. The other, Richard C. Hottelet, picked for the second debate, said he had no question about his own ability to put questions independently, but "they [Mr. Salant and William Small, CBS News senior vice president and director of news] had a case. I didn't terribly agree. It wasn't a matter of principle. I have to live with them and so I said the hell with it."

Prior to the last presidential debate, Mr. Small, on the instructions of Mr. Salant, called Mr. Karayn with an offer of one CBS reporter for the panel, but on the condition that CBS would pick that person. Mr. Karayn refused, for two reasons, he said later: (1) "because it would be an admission of guilt" by the league and Mr. Karayn, and (2) because "you're asking for ground rules nobody else asked for."

Mr. Karayn held one of six votes in panelist selection. The other five were Ruth Clusen, president of the League of Women Voters; Peggy Lampl, league executive director, and the three chairmen of the debates project: Newton Minow, former FCC chairman now with the law firm of Sidley & Austin, Chicago; Rita Hauser of the law firm Strooch & Strooch & Lavan, New York, and Charls Walker of Charls E. Walker Associates, a Washington business consulting firm. (That

CBS NEWS PHOTO



**VP debate**—Democratic vice presidential nominee Walter Mondale (left) makes a note while Republican vice presidential nominee Robert Dole responds to a question at the vice presidential debate, 9:30 p.m., Friday, Oct. 15, at the Alley theater, Houston. 75 minutes. Pool coverage by the Public Broadcasting Service; Wallace Westfeldt, pool producer. The panelists were: Jim Hoge, *Chicago Sun-Times*, moderator; Hal Bruno, *Newsweek*; Marilyn Berger, NBC News, and Walter Mears, Associated Press.

triumverate comprised the league's sole voting representation in the original negotiations leading to the debates. The Republican Ms. Hauser was picked initially to balance the Democratic Mr. Minow, but was out of the country when her invitation arrived. The Republican Mr. Walker, who had served on the league's steering committee for the primary forums, was then tapped, because he was immediately available and also because of his close ties with the White House, which the league felt might be used to help persuade the President to debate. Ms. Hauser joined the team when she returned.)

Mr. Salant said if the networks were permitted to run debates, CBS would refuse to carry them, rather than bow to demands from the candidates to participate in the selection of panelists or to prohibit certain camera angles. "We just have never played and will never play a game where the subjects of interviews can have any part in who's going to interview them. That's pretty basic."

The question arose, "Then why did you cover these debates?"

"Because," he said, "it went forward as an event. And we felt that as journalists we just couldn't ignore them. And the best we could do was simply to tell the audience what the circumstances were."

Although they were the networks' adversaries in this, two of three debate chairmen for the league were not without sympathy for the networks' arguments. The loner was Charls Walker, who said he thought the networks' case for shooting audience reactions "was a bunch of crap." He agrees with those who feel audience shots could be misleading. "I often listen to people with my eyes closed. And how would it look if one of the president's biggest supporters was caught in the audience

looking like he was asleep?" Mr. Walker speculated.

On the other hand, Newton Minow, another chairman, thought the "points the networks made were not made in a selfish way... From their point of view the networks were right." He added, however, "but I don't think their point of view should be controlling." Mr. Minow's view is that concessions had to be made to the candidates if they were to agree to joint appearances at all.

"It's called carrot-and-stick," said Rita Hauser, the other chairman, although she too found validity in the networks' concerns. She and Mr. Minow said the prohibition on audience panning and the opportunity for the candidates to nominate debate panelists were, in fact, conditions of the original agreement to debate.

The Salant walk-out was atypical of the networks' relationship with the league and the debates and the other networks resented it. Mr. Salant accurately characterized the aftermath when he said, "The general reaction was that I'm the spoiled boy who just wanted to pick up his marbles and go home because they wouldn't play my way."

But it symbolized the uneasiness the networks felt about having been put in a position where they were expected to carry the biggest political event in 16 years into the homes of 80 to 100 million people and not have basic control over its staging. Part of that feeling stemmed from their immense pride, a sort of, "we can put this thing together better than anyone else can." And part of it was later borne out in their hassles with the league and candidates over journalistic values.

The source of the troubles was the FCC's ruling in late 1975 in favor of the petition by the Aspen Institute Program on Communications and Society to exempt candidate debates from the equal time requirement in the Communications Act—provided, however, that the debates (1) are sponsored by someone other than the broadcasters and (2) are covered in full.

Under that ruling, the networks felt they had to be cautious. There could be neither collusion not even the appearance of collusion between them and the league in putting on the debates.

In June of last year, after the league had announced that it would attempt to persuade the candidates to debate under league sponsorship, the league contacted Frank Stanton, former CBS vice chairman and a leading light in the 1960 debates, and asked him to be chairman of the league's project. Dr. Stanton was agreeable, but with a condition—that CBS, on whose board he serves, consent. CBS didn't. Its attorneys and Dr. Stanton's counsel decided that his connection with the league might ultimately keep CBS from covering the debates. An independent candidate such as Eugene McCarthy, it was reasoned, might challenge CBS's coverage on the pretext that there was collusion between CBS and the league.

Immediately upon Mr. Ford's challenge to debate Jimmy Carter and Governor

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Carter's counter-challenge, CBS and NBC dashed off telegrams to the key committee chairmen in both houses imploring them to initiate bills to suspend equal time so the networks could produce the debates. (Frank Stanton, representing only himself, beat both networks to the telegraphic punch, and ABC sat back and watched.)

There ensued a brief but fierce competition between the two networks and the league on Capitol Hill with the league winning when Senator John O. Pastore (D-R.I.), chairman of the Senate Com-

munications Subcommittee, now retired, declaring that with the league's plans so far advanced, he's just as soon let things lie.

The two networks then found themselves in the awkward position of apologizing for what had appeared to be an effort to step on the league. They had only intended, they said in press releases, to try to persuade Congress to open for them the entire range of projects they promised if equal time were lifted. CBS renewed its promise of eight hours free TV and radio

time to the two major party candidates for speeches, interviews and debates. NBC also repeated its offer of four half hours to the Republican and Democratic candidates, in addition to the league-sponsored debates.

Their professed charity toward the league was not altogether believed on Capitol Hill. CBS circulated a memorandum in Congress which praised the league for moving "with imagination and energy" to fill a void in the presidential primaries, a reference to the series of can-

## The Broadcast Media and the Political Process 1976

### The boys (and girls) on the bus (plane and train)

**The exhaustion and exhilaration, the petty annoyances and the big ethical questions, the long days and short nights that were the lot of the broadcast journalists who trailed the candidates as they crisscrossed the country**

The presidential candidate's motorcade speeds into town, police cars with lights flashing in the lead and a line of buses in train, generating excitement: History is passing. At the hotel, the procession stops, the candidate steps out of the limousine and makes his way through the crowd, followed by a swarm of reporters from big city dailies, syndicated columnists, network correspondents and field producers, and the true foot soldiers of the campaign coverage—the television technicians carrying minicams and tape recorders. These members of the national

press, who see their area of interest as the nation rather than, say, St. Louis or Spokane, are ushered to a point closest to the candidate, where they effectively block the view of many of the local partisans and, sometimes, the local press as well ("We've got a job to do, too," a correspondent from a local television station yells bitterly at a network crew standing on the slightly elevated platform that is provided for them; the candidates' managers are not confused about the audience they must reach). And, after hearing a speech they have heard many times before—some recite it in unison with the candidate—they leave the hotel. The print reporters return to the buses that will transport them back to the airport and the press plane, while the network correspondents and producers break off to some predetermined place, perhaps the facilities of a local affiliate, to produce a minute-and-a-half or minute-and-45 spot that will in-

clude a reference to the candidate's latest appearance plus one or two earlier ones that day and that will, probably, cause the candidate and his managers to grumble when they see it or hear about it later.

That is the kind of day that often occupied the network correspondents and other members of the national press in the campaign that began in the winter of 1975, when the news was filled with word of presidential hopefuls, and ended on Nov. 2, after a dash to that finish line that left Jimmy Carter, Gerald Ford, and pursuing hordes of journalists in a state of near exhaustion. It was the kind of day out of which the attitudes were shaped and thoughts crystallized that went into the nation's selection of a President.

It's uncertain how much Bob Schieffer, Tom Jarriel, Marilyn Berger, Phil Jones, Don Harris, Ann Compton, Don Oliver, Ed Bradley, Kenley Jones, Bob Pierpoint, Sharon Lovejoy, Ed Rabel, Bob Jamieson,



**Up in the air.** Jimmy Carter (no relation), the pilot of "Peanut One," the Carter campaign plane, and some of the crew of journalists he ferried

around the country. TV technicians followed Peanut One in "The Zoo Plane," so named by print journalists.



didate forums the league staged before the general election. But the network's next sentence sounded to some like sour grapes: It said, "In fairness, however, it should not be forgotten that it was a void which broadcasters were not allowed to enter."

Whether the networks will have another chance at staging the debates on their own is problematical. Representatives of both candidates said when the debates were finished they had no complaints about the way things ran. Even Mr. Salant said it

would be all right with him if the next debates are sponsored by a third party, provided the next such sponsor has "more feel for the journalistic principles involved."

Ironically, it was television's error—the deafening 26-minute silence in the first debate—that in the end may be the most convincing argument for returning to the 1960's approach. It convinced one influential member of Congress, Mr. Van Deerlin, that the networks were in charge all along. When TV shut down, the de-

bates shut down, and proved to Mr. Van Deerlin what he had felt from the start, that the FCC's debates exemption was a "phony" interpretation of the Communications Act.

The first debate's moderator, Mr. Newman, commented in a similar vein. Television technically was there to cover the debates as a news event, he observed. "In fact, television was all."

*This report on the "Great Debates" was written by Associate Editor Randall Moskop.*



**Down on the farm.** As President Ford strolled through an Ames, Iowa, cornfield and chatted with the owner of the farm, he raised some professional questions that are hard for journalists to answer. The event was

staged yet dutifully covered by several busloads of newsmen and newswomen. "Almost Kafkaesque" was the way one foreign correspondent described the scene.

James Walker, Judy Woodruff, and the other network correspondents who followed the candidates thought they were, in each of the pieces they filed, adding to that fund of knowledge and feeling. Such cosmic thoughts are hard to hold onto as one follows a campaign; the demands of simply doing the job day by day—of compressing visits to several cities and a new crisis for the candidate (the publication of the latest example of Earl Butz humor, for instance) into a minute and a half of reasonably coherent prose in time to make a 6 or 6:30 p.m. newscast—are sufficient to occupy one's mind. Besides, there was the comforting knowledge that the networks were producing specials to round out the correspondents' daily output and that the newspapers were still publishing.

For these correspondents and the others, including those who covered the vice presidential campaigns of Senator Walter Mondale (D-Minn.) and Senator Bob Dole (R-Kan.), the memories are still luminous: stump speeches burned into the brain by constant repetition; President Ford's bloopers ("It's great to be here in Ohio," he says to an audience at Iowa State University at Ames); feeding produced pieces to New York from such unlikely places as a small-town railroad station in Illinois; impromptu interviews with Jimmy Carter along airport fences in city after

city; the sing-alongs and water fights on the Mondale bus; the irritation that welled up in Senator Dole when the questions were tough; the marvels and perils of electronic coverage, and, finally, the weariness, the pressures, the grind.

■ Those who cover a campaign become part of it, though not in the sense of becoming rooters. Indeed, some went to great lengths to avoid that role. In the days when President Ford was following, with some success, his Rose Garden strategy, acting presidential as he signed bills or greeted groups of visitors in the Rose Garden or Oval Office while Jimmy Carter was left to the mercy of correspondents on the road who were out for headline stuff for the evening news, ABC's Tom Jarriel would annoy White House staffers by signing off his pieces, "This is Tom Jarriel with the Ford campaign in Washington." But the correspondents and others involved are part of the excitement and drama a candidate brings with him to every campaign stop. More than that, they are his link to the world beyond the sound of his voice. Ron Nessen holds a tree-falling-in-the-forest view of the television news: "If television doesn't say or explain that there was a serious discussion of events, then for millions of viewers, there was none." (And he believes television

news left viewers uninformed as to the differences between the candidates; his "gut reaction" is that the Ford commercials, including the half-hour specials with Joe Garagiola as host—marshmallow-soft questions or not—did more to inform the public on the President's views than did the news shows.)

But campaigning, for all its hoopla and noise, can be a subtle thing, and it is not always clear whether the media are causing the candidates as much trouble as their managers suggest. There was, for instance, the President's visit to Iowa State University. Mr. Ford was to make a major speech on farm policy in an area whose votes were crucial to his hopes for election. To underline his interest in and concern for the farm belt, a classic media event was planned: a presidential visit to a farm.

To prepare for the Ames visit, the networks shipped editing equipment—about 1,000 pounds of it per network—to a campus building where the press was to be located during the President's stay, and made arrangements with AT&T to install a loop at the building that would permit CBS, which was providing pool, to feed the produced pieces to New York. What that elaborate effort made it possible for America to see that night on CBS and ABC was President Ford expressing delight at being in "Ohio" and attacking



**Work and wait.** In left photo, NBC News correspondent Judy Woodruff does a stand-up in front of the Carter home in Plains, Ga., while Rick Kaplan (l), a CBS producer, gets a shot of his own. At right, ABC News



producer Justin Friedland and CBS correspondent Bill Plante play gin while waiting outside the Carter house for then-vice-presidential possibility John Glenn to emerge.

Jimmy Carter as a man "who will say anything anywhere to be President of the United States," and then some gorgeous pictures—all russets and reds and yellows—of President Ford walking across a sun-drenched cornfield with Marshall King, the farm's owner. CBS's Bob Schieffer, at the suggestion of editors in New York, had added a sentence or two about the political implications of the visit, and Tom Jarriel, who had stumbled on a figure from the past who was visiting the campus on a political mission of his own, concluded with about 15 seconds on the faded glory of Senator George McGovern (D-S.D.). There was nothing on the President's farm policy in either report. And NBC chose not to use anything from Ames; it ran two pieces on the vice presidential candidates instead.

Mr. Jarriel, who after eight years of covering the White House, is being reassigned, discussed his piece the next day as the Ford campaign party rode the Honest Abe Special on a whistle-stop trip through Illinois, south from Joliet to Alton. Essentially, he did not think the farm policy remarks were new. "We're after what is new," he says. "Something that is different, that shows the man under the pressures of the campaign, how he is handling himself and the issues. If he has a new policy, it will get on television. But if not, he's getting free television time for something he only says is new."

The incident and the explanation have a place with other episodes in both campaigns. Coverage of the blooper, the stumble, the embarrassment of a candidate over a misstatement or a forced retreat, the sharp attack was justified on the ground that, as ABC's Frank Reynolds says, "It tells us something about the candidate." There is, too, of course, the matter of competition. Referring to the flap that developed over Jimmy Carter's retreat on the question of whether, if elected, he would fire Clarence Kelly as director of the FBI, Mr. Reynolds says, "What's network A going to do—report on soy beans, and let network B have Kelley?"

But the Ames story indicates that the candidate may not always lose in that kind of journalism—that in fact he might even play upon it. The farm policy discussion in

the speech was reported in the press, particularly in the areas to which that discussion was addressed. As for the masses of voters reached by the networks in the urban areas, the attack of Jimmy Carter—which seemed out of place in what was otherwise a policy statement—would stick in the mind a great deal longer than the President's discussion of price supports.

(Whatever the networks did with it, incidentally, the visit to Marshall King's farm provides a snapshot for the memory: There he was, President Ford, the leader of the free world, making a slow passage through a cornfield with Farmer King, followed at a discreet distance by the press pool, about 25 reporters and cameramen taking notes and rolling tape. Along the road running past the field were the ubiquitous press busses and, standing beside them, the men and women who had piled out to watch. And as they watched, they heard a running commentary by a member of the pool that was carried over the loudspeakers on the buses: "I believe it has something to do with agriculture," the reporter said at one point, to the intense merriment of his audience. It was, as a German correspondent among those on the road remarked, "almost Kafkaesque." To their credit, CBS and ABC captured some of that feeling in their pieces.)

■ The Ames visit, as well as any campaign event, helps illuminate the emergence of electronic coverage of news. Tape was used exclusively by the networks in the campaigns and, combined with new editing equipment, the logistical skills of networks in leapfrogging equipment from place to place—an exercise that became increasingly tricky as the pace of the campaign picked up—and the willingness of the networks to pay thousands of dollars to AT&T to provide lines to connect their crews in the field with New York, it proved, as NBC's Bob Jamieson said, "a liberating experience." Deadlines could be moved back—a fact, CBS's Phil Jones noted, that campaign managers realized and began taking advantage of in scheduling events. But then there are the hair-raising experiences producers and correspondents tell of the last-minute problems

that came within inches of blocking a transmission to New York.

An afternoon in the Amtrak station in Springfield, Ill., on the day following the Iowa State speech, when President Ford was whistle stopping through Illinois, offers an example. The network crews had gotten pictures of the President in a number of rear-platform appearances and, from rented aircraft—CBS had an airplane, the other networks, helicopters—pictures of the train rolling south, and then had broken off from the train to drive the 30 miles to Springfield, where the train was to arrive about three hours later. (Some members of the crews rejoined the train there; others chartered Lear jets for transportation to St. Louis, the Ford party's departure point for Washington.) The editing was to be done in the train's baggage room, where the editing equipment had been installed, and the producers and correspondents had a good idea of the pictures they wanted; while on the train, they had screened on small monitors the tape that had been rolled. The correspondents—Bob Schieffer, Tom Jarriel and Bob Jamieson—found the room off the rest rooms where the toilet paper was stored to be an excellent announcer's booth; the paper absorbed outside sound beautifully.

But NBC's editing machine developed problems. The editing control unit did not function properly. "It would edit before or after we told it to," Tom Wolzien, one of NBC's field producers on the trip, recalls. "At 6 p.m., that's not what we need." He and his colleagues managed to "override" the malfunction, however. "We hit a series of buttons at the same time." And, since they could not be certain that the voice track could be laid on the tape where it was intended, Mr. Jamieson did the narration live over an audio line to New York as he watched the pictures on the editing machine's monitor.

That was not the only problem a network had that day in Springfield. Before ABC fed its tape to New York, a telephone company technician, apparently believing ABC had completed its feed, disconnected its line—or "goodnighted us," as ABC's producer on the spot, Ed Harris, puts it. However, the ABC crew solved its problem



with an assist from NBC: the ABC cassette containing Mr. Jarriell's piece was inserted into the NBC machine for transmission.

That incident illustrates the spirit of cooperation the television crews exhibited as they worked their way through the mysteries of the new generation of electronic equipment. "The television people tried to help each other out," Mr. Wolzien said. "We tried to protect our exclusive stories. But with everyone using the new systems for the first time, if anything broke, everyone tried to help. Everyone was learning, and a tremendous effort was made to get everyone on the air. There was no competitive glee that someone blew it. You could be next."

■ The men and women on the campaign planes and buses were, almost by definition, a special breed, generally of a high order of competence. And, after weeks and months of shared experiences, they formed into fairly closely knit groups. Anyone joining a campaign at a midway point felt he had intruded on a private party.

That was almost literally the case on the Mondale campaign, which was pervaded by the easy-going nature that seemed to animate the candidate and which generated very little news. ("When are you going to commit, news?" the correspondents would demand of the candidate at frequent intervals; indeed, the correspondents covering the Mondale campaign sometimes made the evening news only to balance the reports out of the more newsworthy Dole campaign.) The plane was festooned with rubber animals—ducks and pigs—and posters stripped from halls across the country. (There was also a Fonzi poster, altered by the superimposition of a picture of the candidate's head over the real article's and the legend changed to read, "The Monz," and an "I got my job through the *Washington Post*" poster illustrated with a picture of President Ford.) CBS's Bill Plante, mustachioed and dapper, proved his classic announcer's voice could be used as effectively for reciting dirty lyrics on the bus as for reporting the day's events on the Cronkite show. And the candidate's staff seemed to comprise kindred spirits. Marcia Fluer, who covered the Mondale campaign for 16 days for KSTP-TV Minneapolis, recalls Francis O'Brien, the press secretary, buying a water pistol and dousing the correspondents, and her reaction later on the bus. "I frisked him for it. I got his tie off and was working on his shirt, but I lost my energy." (She insists it wasn't her nerve that failed.) And at a dance in Cleveland held to promote a local Democratic candidate, a member of the candidate's press staff joined a cameraman in a jitterbug that, Ms. Fluer says, "stopped the show." All of which led *Newsweek's* Mel Elfin, who had joined the campaign in its final days, to remark: "When we all get home from summer camp, our mommies and daddies are going to make us behave."

Things were not as antic on the other campaigns, although those who followed Governor Carter early in the fall, recall the

food rebellion. After some disastrous meals aboard plane—one radio correspondent swears one lunch consisted of peanuts and chocolate bars, while NBC's Don Oliver recalls lunching on eggs McMuffin—complaints produced a promise of a good dinner. It turned out to be Chinese, but so inedible the correspondents and technicians rolled the egg rolls down the aisle to the chant of "No more swill! No more swill!" Carter Press Secretary Jody Powell, however, was equal to the occasion: He emerged from the forward section of the plane reserved for the candidate and his staff, hammer in hand, and yelled, "Back to your oars!" The food improved.

And then, too, of course, the Carter campaign had Jim King, the Massachusetts Bay Transit Authority PR man, who managed to impose a kind of order on what, early on, was showing signs of becoming a chaotic campaign. He had learned how to advance campaigns while working for the Kennedys—Jack, Bobby and Ted—but it was his good spirits and sense of fun that made him something of an instant cult hero. Mention his name to a veteran of the Carter campaign, and a faraway look comes into the eye, and an anecdote rolls off the tongue. "There was a time in Miami when the press buses didn't arrive at the hotel on time," Bob Jamieson recalls. "So King stopped a tour bus, slipped the driver some money—I think it was \$50—and asked him to deliver the reporters to their next stop. On the way, he got on the speaker and described a Miami no one had ever seen—one complete with massage parlors." What about the senior citizens who were already on board? "They stayed on the bus, and they loved it."

The Ford campaign had its moments, too. President Ford, at a Christmas party the Fords gave for the press last month, recalled one: the time, during the primary campaign, when Tom DeFrank of *Newsweek* walked into his hotel room in Peoria, Ill., to find it occupied by a ewe; the appearance of the guest, treating the

room as it would a field, was the product of a major effort in which everyone from Ron Nessen, the Secret Service and a local farmer participated. But generally, the correspondents traveling with the President were more subdued than those on the Carter plane and, as a result, had fewer of those moments of release. (There were compensations, however, principally the comfort that only the White House transportation office—a government operation—can make possible even during fast-moving campaigning trips. Those traveling with the President seldom had to worry about handling their luggage and few pieces were lost; hotel accommodations were generally good, and there was that touch that always impressed newcomers to the Ford campaign: When the plane was landing at Andrews, the passengers would be informed that those who had requested cabs would find them at the terminal "with their names in the cab's window.")

One plane on which relations between press and candidate seemed sour was Senator Dole's. NBC's Robert Hager recalls the senator as "thin-skinned" and, although normally voluble—"he'd jabber away going in and coming out of events"—a man who did not suffer tough questions lightly. When the matter of Gulf Oil money seemed to be bubbling up as a possible issue early in the campaign, Mr. Hager learned it was best to weigh the importance of a tough question against the possibility of being placed on a kind of enemies list for a couple of days, during which he would be unable to have any questions answered. There were also some "disastrous" press conferences—one in Bangor, Me., for instance, which consisted of three questions asked by reporters unhappy at being hauled from Washington to Pontiac, Mich., for a Billy Graham rally, where the senator simply sat in the stands for the cameras, then immediately flew to Maine. "He wouldn't admit he had gone to Pontiac for political purposes."

Larry Speakes, a White House assistant news secretary who was serving as the senator's news secretary, didn't help matters. "He was," says Mr. Hager, "very protective" of the senator. "He contributed to the tension—and there was constant tension." But, at bottom, the atmosphere may simply have been a function of Senator Dole's political prescience. A candidate's mood often sets the mood for everyone in the entourage—press and staff. And Senator Dole, Mr. Hager says, "was depressed most of the time."

The closeness of shared experiences was particularly marked among members of the normally competitive network crews. Their duties and special problems set them apart and imposed a kind of unity of design on them. When they left campaigns temporarily to edit and feed stories to New York, they often left together and shared a jet that would also return them to the campaign, a few hundred miles down the road.

And although the network correspondents could also identify with the print reporters, there did not seem to be



**Plane facts.** Jody Powell, Carter press secretary, talks with ABC newsman Sam Donaldson, who made some news himself as a journalist covering the campaign, aboard Peanut One.





**Locals long-distance.** The networks didn't have the corner on the market in covering the candidates on the road; many stations had reporters traveling part or all of the distance with President Ford or Mr. Carter. Two of them: Marcia Fleur of KSTP-TV Minneapolis, at the Butte, Mont., airport to cover the Ford visit there, and wrc-TV Washington reporter Kandy Stroud, on the Carter campaign train.

many of the latter who would regard themselves as sharing a profession with the television technicians who carried 55-pound minicams and 45-pound tape machines. The technicians, usually large, husky types (though not always; NBC's Virginia Bosch, the only woman employed by a network in that job, weighs only 115 pounds), often stood in the line of sight of a print reporter, the cameraman shooting at the producer's orders, the tape machine operator monitoring the ENG system and serving as a guide and guard for the cameraman, the two of them tied together by the umbilical cord joining their equipment. And, as they ran down the aisle of the plane as soon as the wheels hit to be sure they would reach the tarmac before the candidate deplaned, they were known, on occasion, to bang into a print reporter sitting in his seat. Some print reporters professed to be shocked by a producer like CBS's Rick Caplan, on the Carter plane, who was loud in demanding that the agreement that networks be given three seats for two technicians be honored, overcrowding be damned. (The middle seat was used to stack equipment; and the network paid for the three seats at the standard rate of 150% of first class for each.) It was probably not a television correspondent who dubbed the second press plane on presidential campaigns, the one to which television technicians are usually assigned, "the zoo plane."

Indeed, the true test of a print reporter's tolerance may be his feeling about television technicians. Warren Brown, a seemingly mild-mannered and gentle man who covered Senator Mondale's campaign for the *Washington Post*, was asked about the relationship during a filing stop in Canton, Ohio, on the Sunday before the election. He seemed to have something to hide: "The TV people are a strange group. We have a strained symbiotic relationship. They make scatological and anatomical jokes." He declined to elaborate.

That night, in the Biltmore Hotel in New York, ABC's Norman Hill and Vincent Gaito, who work as a team, Mr. Hill carrying the tape machine, Mr. Gaito, a

man with long experience as a film cameraman, operating the minicam, discussed that "strained symbiotic relationship." Along with most of the others traveling with Senator Mondale—staff, press, the stewardess from the plane—they were in the hotel dining room eating an Italian meal that had been prepared by Frank Befera, a long-time friend of the senator's who is a Minnesota broadcaster with interests in WDIO-TV Duluth, WIRT-TV/WMFG-AM-FM Hibbing and WHLB(AM)-WIRN(FM) Virginia, whose passion is cooking. He and the dinner had joined the plane in Duluth on Saturday, and the food had been heated in the hotel's kitchen.

During the meal, as the candidate, appearing relaxed in a leisure suit, wandered among the diners in the manner of a host, Mr. Gaito talked to a waiter, in Italian, about the qualities of a wine being offered. (So much for the animal characterization.) And he exhibited a mild case of rejection as far as print reporters were concerned. None, he said, would suggest having dinner with the technicians. Mr. Hill, however, seemed more willing to face the facts of the relationship: "We do rude and rash things. But when you're carrying 50 to 75 pounds of equipment and a producer or correspondent tells you to get pictures and you tell reporters to get out of your way, that you have pictures to take, they say they have a right to be there, too. But all they're carrying is a pencil."

"They say you sometimes hit them in the mouth with a camera," one of their table companions said. "But it's accidental," said Mr. Hill.

The satisfaction of knowing they are doing their job is, of course, one balm for bruised feelings. Another is the pay they collect on campaigns. With pay scales based on studio conditions and with those on a campaign several light years removed from the structured conditions of a studio, technicians earn \$70,000 or even more in a campaign year.

The cameramen and tape machine operators and their protective producers were not the only aspect of television's coverage that disturbed some print re-

porters, at least those involved with the Carter campaign. Sam Donaldson was another. "Donaldson," said one magazine writer, filled with memories of the ABC correspondent, "screams and threatens ... He's a brute, a Seventh Avenue personality ... He's a dominant character. David Broder [of the *Washington Post*, generally regarded as one of the best political reporters in the country] isn't dominant in terms of dominating the press corps." The writer, even while off the campaign temporarily, could still hear Mr. Donaldson shouting, "Get the crowd out of here so I can get my shot," or demanding access to the candidate.

Mr. Donaldson became accustomed to such remarks during the campaign. But in discussing them over a later breakfast in Washington last month, as he marked time before taking up residence in Plains, where he would renew acquaintances with Jody Powell and other Carter aides and then move to his new assignment as White House correspondent, he expressed surprise at the reputation he had acquired.

"I covered Watergate against Schorr for two years," he said. "I covered Humphrey. I can go back to 1971 and Nixon's new economics, against Schorr and Irving R. Levine. I don't think any of those stories gave me the kind of reputation this one did. I didn't consciously do anything different."

But he has a theory as to the reason for the impression he created: He was the most experienced television reporter covering the Carter campaign in January. "Ed Rabel [CBS] was out of Atlanta and Judy Woodruff [NBC] was new to the network." (There were others, however, like CBS's Ed Bradley, whose experience includes a tour in Vietnam, and Don Oliver, of NBC, who had spent two years in Tokyo before returning to the United States to cover Ronald Reagan's primary campaign and, beginning in March, the Carter campaign.) "So when things happened that TV had to worry about—matters of access, for instance, I was qualified to react, and to react forcefully in reporting to the Carter staff what we needed ... I plead guilty to speaking harshly in conversations with Powell, but not in ad hominem attacks."

Then he discussed the reasons TV journalists may indeed behave differently from print reporters, as the magazine writers suggested: "In television, we have to do more than get a quote. We have to get someone on camera—get pictures. That takes something—aggressiveness, pushiness—to do it. If I were a pencil reporter standing behind a burly cameraman with a correspondent putting questions to a candidate in a show biz sense, I would resent it."

Some of Mr. Donaldson's representations to the Carter staff were indeed forceful, and not all were solo. On one occasion, in Milwaukee, he and Ed Bradley became involved in what *More, the Media Magazine*, described as a "wild melee." The candidate's plane had just landed and the television crews, as was customary, streaked for the landing ramp of Peanut

One to get pictures of the candidate descending and greeting local dignitaries. This time, the Secret Service stopped them and directed them to the press pen. A struggle developed, with Mr. Donaldson's voice, according to *More*, heard above the noise of the jet engines, protesting the treatment. As he recalled the incident, Mr. Donaldson said, "Bradley and I went into quite a tizzy. Bradley was grabbed. I was insisting on going to the ramp. You can't adjudicate. You miss the shot." They missed that one.

The correspondents learned later that the order to divert the traveling press from the ramp was given to the Secret Service by the candidate's local advance team. But then, while en route to the next campaign stop, Mr. Powell, in a negotiating session with Mr. Donaldson and Don Oliver aboard Peanut One, said there would be similar orders at future stops. As things were, Mr. Powell said, the candidate felt screened from the public. But a compromise was reached: Pictures would be permitted, but not questions.

In this discussion of Mr. Donaldson, a comment from two of his competitors might be in order. Ed Rabel says, "Sam is very outspoken. He is loud, and when he's upset, he lets people know it." Don Oliver says, "I think Sam did a good job. His style is a little different from mine, a little loud. He's aggressive ... He was good about checking up on stories. But Sam's personality was such that he rubbed people the wrong way." The magazine writer who referred to Mr. Donaldson as "a brute" also said he "does his job, and well." But he also believes that television "trivializes the news."

■ When Jody Powell emerged from the forward section of the Carter campaign plane and told the journalists who were complaining about their food to return to their oars, he may have been kidding. But it reflected an attitude with which the correspondents who covered the campaign were familiar. Don Oliver recalls that Mr. Powell once told him, "Every time that Jimmy gets cocky, we run an evening news program. That takes the cockiness away. [Both camps monitored and taped the evening news programs.] And he wasn't laughing," said Mr. Oliver. "That was a dig."

The candidate and his aides were not reluctant to tell correspondents they did not like a story. ABC's Jim Walker and CBS's Ed Rabel heard from a furious Jody Powell about pieces they had done on the removal of a black family from its rented property near the Carters' home in Plains. The Carter camp, sensitized by the controversy that had developed over Mr. Carter's "ethnic purity" remark, appeared to regard the stories as vindictive.

And the feeling ran deep. Mr. Carter, in one of those seemingly friendly softball games that occupied so much of the time of the Carter entourage in Plains, let Mr. Walker know the piece would not be forgotten. And later, in a chat with another correspondent, the candidate brought up the Walker piece in a manner the corre-

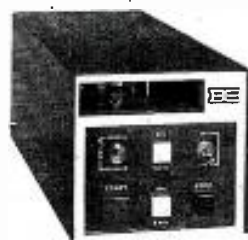
spondent took as a suggestion that he avoid such stories.

There were other stories that disturbed the Carter camp. Mr. Carter complained to Ed Bradley about his piece on the candidate's day in New York's garment district (it said the candidate was being plagued by poor staff work) and to NBC's Kenley Jones, about his coverage of Mr. Carter's foreign policy speech to the B'nai B'rith (it suggested the candidate was attempting to have it both ways in calling for a foreign policy that was moral but tough). And early in the primary campaign season, Jody Powell talked to Ed Rabel about a piece that assessed Mr. Carter's guber-

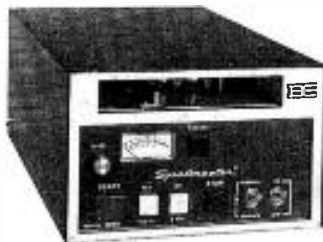
natorial campaign in 1970 and the subsequent administration. The piece included interviews with Georgians unfriendly to Governor Carter, including Lester Maddox, so "Jody thought Carter didn't get a fair shake, even though Carter was interviewed."

But it was left to Sam Donaldson to win what he euphemistically refers to as Jimmy Carter's "crummiest piece" of the campaign award. It came on the final day of the campaign, and was in recognition of a story that touched on the controversy that developed over the efforts of the Rev. Clennon King, of Albany, Ga., to integrate the Plains Baptist Church on the

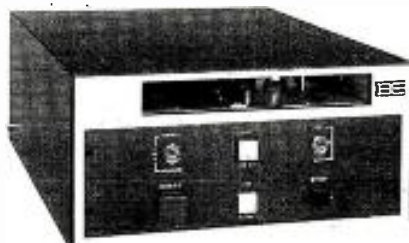
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"I gather the Carter people thought I ended on a down note," Mr. Donaldson said in discussing the award. "They thought that the rallies in the final days in Los Angeles were the story."

Mr. Donaldson not only dismissed the criticism, he said the "crummy piece" award Ed Bradley received for his coverage

of the garment district rally really belongs to him. "Carter was confused," he said. "The things he was complaining about—the press truck getting too far ahead of the candidate to get pictures and Powell almost getting arrested—I said that."

In defense of Ed Bradley's right to the award, it might be pointed out that Mr. Bradley's piece said Mr. Carter "has been hurt every week of the campaign by poorly planned events, or the failure of his staff to coordinate with local leaders." (And in criticism of both correspondents, it might be noted, as some print and TV correspondents do, that the problems of the

media in covering an event are not a story of national significance. As one writer put it, "In the end, it doesn't matter whether Donaldson had a bad afternoon.")

To a number of correspondents covering the Carter campaign, the criticism from the Carter camp reflected the lack of seasoning of a relatively young, inexperienced staff. One correspondent sensed something sinister in the staff's attitude. "It seemed to be Nixon all over again," he said.

The candidate himself, in an ostensibly off-the-record meeting with correspondents in San Diego, is said to have complained about the attention being paid to "peripheral" matters. What particularly disturbed Mr. Carter and his aides, they made clear later, was the "deferential" manner in which, they said, television was treating President Ford. That was a reference to the Rose Garden days, when the contrast between a serene President viewed in the shadow of the White House and a political candidate attempting to avoid a pack of reporters interested in questioning him about the *Playboy* interview—"Governor, what did you mean about 'lust in the heart'? Whose heart, Governor? Whose lust?"—was more than they could bear.

Of course, some in the White House, besides defending the Rose Garden strategy as legitimate—why shouldn't a President act presidential?—could have seen it as evening a score. They recalled Governor Carter's own Rose Garden days—the days after the Democratic nomination when the new nominee was seen on television every night at home in Plains, draining the pond one day and playing softball the next, while the President was seen as a politician attempting to stem the Reagan tide.

But while some correspondents complained about the lack of accessibility to Jimmy Carter and even to Mr. Powell—his role as adviser to the candidate occupied time the correspondents thought should have been spent with them—Mr. Donaldson says the candidate's troubles with the press stemmed from his accessibility. "He was the most accessible candidate I've ever covered. We'd run up to him and ask questions anywhere. At airport fences, as he got off a podium. As a result, he ran the risk of making mistakes."

It was in response to a Donaldson question at an airport fence in the Northeast that Mr. Carter said, first, that, based on his knowledge at the time, he thought President Ford should fire FBI Director Clarence Kelley for using FBI men and materials to equip his home with valences and, second, that he did not know what he would do if he became President and Mr. Kelley was still on the job. "Here's an example of hitting a guy with substantive questions and getting answers," Mr. Donaldson said. "I applaud that." But a political adviser, he acknowledged, would not.

Before Carter aides cut that out and paste it in their scrapbook for reference in



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1980, they should be advised that Mr. Donaldson, at least, has no tolerance for anyone avoiding questions. "If he tried to avoid me, I'd put that on the air."

■ Coverage of a presidential campaign can be an exhilarating experience, particularly for younger correspondents who are on a candidate's plane for the first time. It can also be a wearing one—a series of long days, constant travel, deadline pressures and lack of sleep and decent food. "Your world becomes very painful," says Bob Pierpoint, who has been with CBS for 26 years, the last 19 as a White House correspondent. "The main thing is to survive."

The pressures on the radio correspondents were probably greatest of all, particularly those who, like Mutual Broadcasting System's, traveled without engineers. Duff Thomas, who followed the Carter campaign for MBS, felt "like a Viet Cong guerilla" because of the equipment he carried with him—two Sony tape recorders (one a back-up), 20 cassettes ("my ammunition"), adapters and a gooseneck for his microphone, the better to reach the candidate, among other paraphernalia—and because he would "hit and run." In following the candidate through a day of three or four speeches, he would take notes, record continuously, and patch into telephones to feed his pieces three or four times a day, usually at airports. And then, at the end of a long day, he would feed overnights before catching as much sleep as he could before being roused by a 6 a.m. wake-up call.

There is also, among other things, the sense of isolation to overcome. Traveling with a candidate, listening to his speeches, observing his crowds, talking to his aides can play havoc with perspective. "So you read, you try to find out what the other guy is doing, to keep in touch with the outside world," says Bob Jamieson. But correspondents are not without help in maintaining balance. "That's what editors are for," he says, "to give you guidance."

Ed Rabel, who was covering his first presidential campaign, thought that the general election campaign would be relatively easy after the long grind of following Jimmy Carter through the primaries. Instead, he saw the size of the crowd of journalists following Jimmy Carter swell enormously, and the competition he felt became intense. "Everyone was focusing, listening, working hard not to miss anything. You didn't want to screw up, you didn't want to make a mistake," he says.

For those covering the Ford campaign, there was little talk of pressures or discomfort generally through most of the fall. The four debates imposed pauses on both campaigns, and the President's Rose Garden strategy permitted White House correspondents to commute to the campaign from their homes in Washington and the surrounding suburbs. Mr. Pierpoint's description of the "painful" conditions campaigns can create was based on memories of past election years. As late as Oct. 15, as he rode the press bus from the airport in Des Moines to Ames he was able

to describe his work on the Ford campaign as "relatively pleasant." His colleague, Bob Schieffer, said he had spent more time at home in the preceding two months than he had in the same period in the preceding year, when he traveled with President Ford on trips in this country and abroad.

But things changed in late October. In a final effort to finish closing the gap of what had been Jimmy Carter's 30-point lead in the polls, President Ford visited 26 cities in the final 10 days of the campaign. (Mr. Carter's final push covered 21 cities in five days.) To Tom Jarriel, the stretch drive was "a blur" of 6:30 a.m. departures from hotels and motels that frequently lacked the capacity to meet the shaving and bathing hot-water needs of the traveling press corps, of days that stretched on past midnight, and of nights when luggage would be picked up before midnight—after being dropped off in the rooms about 11 p.m.—to be sure it would be delivered to the airport at 6 the next morning.

Adding to the correspondents' problems was the inaccessibility of the President. "We were going so fast, there was no time to get to him," CBS's Phil Jones says. "The White House strategy was to avoid his making mistakes in talking to the press."

The trip was emotionally wearing, for correspondents as well as the President. Academicians' criticisms of the coverage notwithstanding, the element of a horse race was very much involved. It was, as Mr. Jones says, "an exciting" story. The Carter margin was shrinking as the size of



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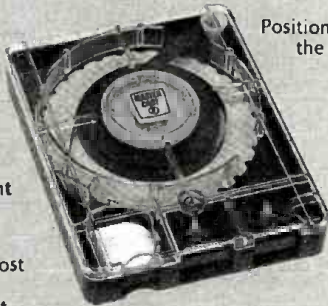
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the crowds along the way seemed to be increasing. The prospect that the President would execute "the political upset of the century," as he kept promising, seemed increasingly likely.

And then there were the final hours. The President, standing with his wife in front of the Pantlind hotel in Grand Rapids, Mich., following a reception by crowds along the way that were estimated to include as many as 70,000 persons, broke down.

The reactions of correspondents who had covered the campaign made a comment of their own.

Tom Jarriel saw in President Ford a man "who knew he was going to lose." It was "Nixon in the East Room all over again. He was talking about his parents, how much he owed them. It was the picture of a man who had power, and saw it slipping away through his own ineptitude."

Phil Jones, on his return flight to Washington Nov. 2, told Bob Pierpoint that he was convinced that President Ford "had concluded that he had given it the old college try but hadn't made it. I don't know whether he'd gotten late polling information. But while his aides might have thought he won, you can't say he doesn't have good political instincts. I read in Ford's actions, when he got home, a concession."

Bob Jamieson, like others who were present during those final hours, felt "caught up" in the emotion of the moment. He said that the President "was overcome. Partly, he was tired. But Ford had seen the adulation of the crowds in the last five days. He thought he was going to win."

■ The men and women who covered the campaigns, who ran what the *Washington Post's* Jules Witcover in his latest book is calling "the marathon," are resting now, all of them in a kind of transition of their own. Even the White House correspondents who are remaining on that beat despite a change in President are going through a period of retraining, one that includes a tour of Plains. ("Have you ever been to Plains?" a veteran of the Ford campaign asks a colleague on a return to the familiar surroundings of the plush White House press room. "Boy," he says, "that is really something else.")

In time, that press room no doubt will be echoing to the sound of battle again: Where Dan Rather dueling with Ron Ziegler, Sam Donaldson will most likely clash with Jody Powell. And in four years, it will start all over again. The technical people at the networks are looking forward to advances that will make the techniques used in feeding stories to New York in 1976 seem archaic; they are talking about feeding via satellite with a transmitting antenna rolled into a parking lot. But in the end, the story, as always, will depend on the abilities and stamina of the men and women who gather the news—and on the candidates they cover.

*This on-the-road report was written  
by Senior Correspondent Leonard Zeidenberg.*

## Television: medium of choice and necessity

**TV's takeover of the campaign advertising battleground became virtually complete in 1976; the winning and losing sides of the Carter vs. Ford media war assess the battle in retrospect**

Forsaking almost all others, mediawise, the two men who went head-to-head against each other on Nov. 2 had turned to television to turn the trick. For one it did. For the other it almost did. For both, the medium was their reality in 1976.

Behind those two men were two advertising teams. One, the victor's, had been there for 10 years, from his first defeat for public office in 1966 to his climactic race for the Presidency in 1976. The other was a last-minute alliance, fashioned only after the Republican convention.

Gerald Rafshoon, who heads the Atlanta-based advertising agency of that name, and who began his most recent race for Jimmy Carter in 1972, describes part of his campaign strategy in these words: "We advertised to our strength. We advertised to states we had to take. I wouldn't advertise in Wyoming; if Richard Nixon came out of disgrace and was on the Republican ticket he'd still carry it. If you want to put it in advertising terms, [you advertise] where you have the best market distribution."

"And," Mr. Rafshoon continued in a post-election interview with BROADCASTING, "We had to keep Ford running around the country. In other words, in the states where we figured we didn't have a chance, he *had* to win them. We could lose California. He *had* to win California. So we kept pressure on and kept them spending money in states that were really marginal."

That pressure worked, but it worked both ways. "The irony is that the list of 18 to 20 [of the Ford campaign's] target states, instead of getting smaller, got bigger as we went along," said John Deardourff of Bailey, Deardourff and Eyre, the political consultancy that was called in to handle President Ford's general election effort. "The longer it went the more undecided people became. By the last weekend of the campaign we were actively advertising in spot markets in 32 or 33 states. Rafshoon told me that they were advertising in 40 states."

Advertising, of course, was but one part of the media mix in 1976. The presidential debates played another important part, as



Gerald Rafshoon

**"We always knew we'd win. From 1972 on, there was nobody in our inner circle, or the candidate himself, who ever doubted it, that he'd be the next President. We knew it was going to be tough. But we knew two weeks before the election that we were going to hold our Southern base. Ford had to draw to an inside straight. He had to win all the big states. We only had to hold our Southern base and win two states."**

did television's independent coverage of the campaign. How those elements were perceived as part of a complex whole is described in the article that follows, the product of independent interviews with Mr. Rafshoon and Messrs. Bailey and Deardourff in Washington last month.

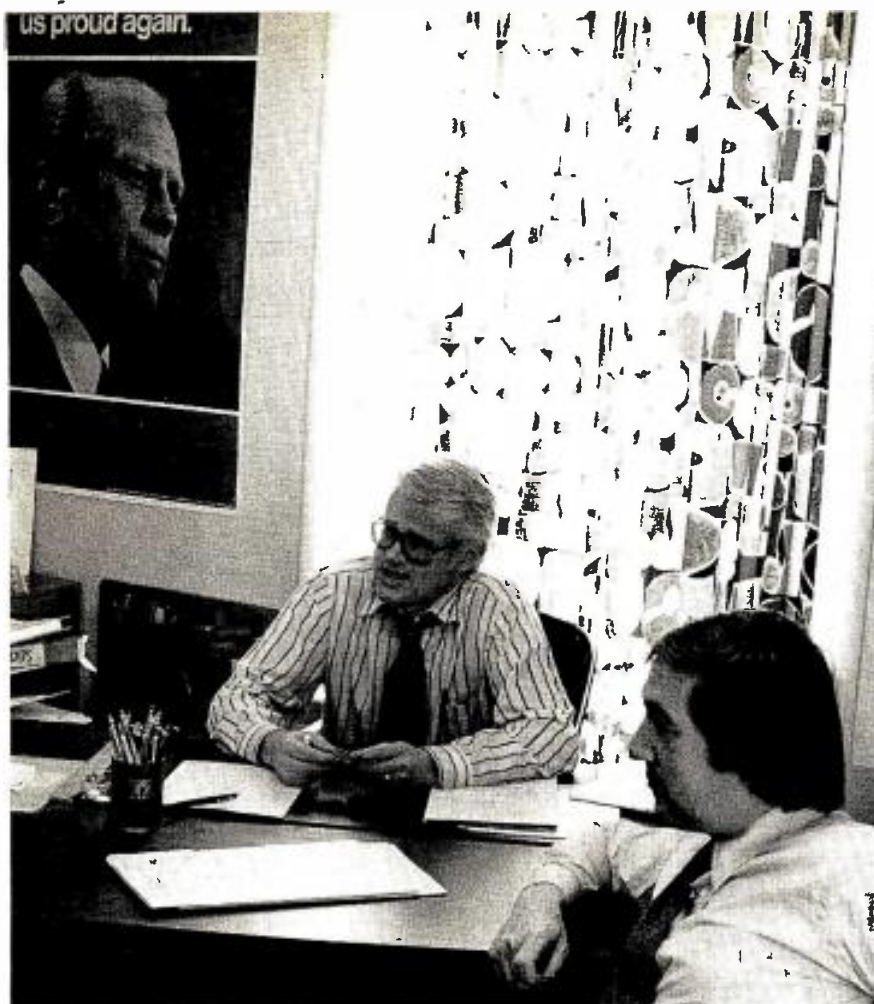
■ There seems little doubt today that Congress's Watergate inspired decision to limit spending in Presidential campaigns has permanently altered the way candidates will go about getting elected. Gone quite likely forever are the days of cross-country stumping and full page newspaper ads in all of the big city dailies. The new limits have tremendously enhanced the importance of broadcast media in the election process, and, if the 1976 campaign

turn's out to be any kind of indication of what future elections will be like, television and radio should, eventually, become the only commercial media national candidates will use to present themselves to the electorate. Dollar for dollar, according to Gerald Rafshoon, television has become a candidate's "best bet."

"You can control your dollars better with media," Mr. Rafshoon said. "A couple of hundred thousand in a state doesn't buy a whole lot of workers or a lot of headquarters space."

Far from feeling hampered by the new restrictions, Rafshoon and company thrived on them. They were tailor-made for his own philosophy of political advertising. Beginning with the premise that, "You can only do in political advertising





Douglas Bailey (left) and John Deardourff

“We knew from the day that they turned over to us all of their polling that it was a long, uphill climb. At the time that we first got involved, the President was something like 34 percentage points behind. That signaled to us that there was a hell of a problem. Yet it also seemed to us that if virtually everything went right, and they were willing to pursue the course that we were outlining, and if the Carter campaign was not sensationally effective, then there was a reasonable chance.”

what people perceive in their minds,” Mr. Rafshoon, in the three image-enhancing, candidate-oriented Carter campaigns he has developed, has invested heavily, almost exclusively, in radio and television.

His advertising budgets in this year’s primaries and general election totalled only \$14.3 million. But of that, fully \$11.25 million went into broadcast media. Only \$350,000 went to print. “I don’t think we bought any *New York Times*,” he said.

The new spending limit was not the only reason Mr. Rafshoon relied so heavily on broadcast. He and Mr. Carter have long been thoroughly devoted to broadcast-

weighted campaigns. In Mr. Carter’s unsuccessful 1966 attempt at the Georgia governorship, Mr. Rafshoon, who began working with the Carter organization only five weeks before the end of the campaign, invested all of his meager \$70,000 budget in television. Although Mr. Carter lost that one, he finished second in a field of seven candidates—well above what the local pollsters had predicted. Again with Mr. Rafshoon directing the advertising, Mr. Carter’s 1970 gubernatorial campaign saw a “total commitment” of a \$296,000 budget to television, and Mr. Carter, of course, won that election.

If Jimmy Carter’s election or his rise to

national prominence had turned out to be a fluke, one of those things that just happens, then Gerald Rafshoon would be just another ad man who, with luck, had latched on to a winner. But the Carter rise to the Presidency was not really all that sudden, and Gerald Rafshoon’s role in engineering that ascendancy went well beyond the usual machinations of advertising people.

Rafshoon described himself neither as an ad man nor a political figure. Instead, he considers himself someone with “a great interest in Jimmy Carter.” He summed up his feelings about his professional relationship with Mr. Carter (they are personal friends) saying, “I would never get involved in a campaign just to do the advertising. I’ve got to be involved in all facets.”

At no time was Mr. Rafshoon’s dual role of political adviser and ad man more pronounced than in January 1976 when he translated the grand strategy of the Carter primary campaign—“to show that a Southerner could win in the North”—into a series of television spots which preceded the Iowa caucus. In the hope of encouraging “new people, non-political types” to go to their local caucuses and vote for Mr. Carter, Mr. Rafshoon allocated \$8,000 for commercials in Iowa. It was, according to Mr. Rafshoon, the first time a candidate had made a concerted media appeal for caucus delegates. A gamble, but, considering that Mr. Carter won in Iowa and went into the important New Hampshire primary already a front runner, a good one.

Those Iowa commercials were the same five-minute spots that eventually became familiar to the whole country: The Carter biography; Jimmy Carter as a man of varied and diverse abilities; accomplished governor of a prosperous, racially harmonious state. The five-minute “programs” became Carter’s hallmark. They were, as Mr. Rafshoon wrote for *BROADCASTING* in September, “the only vehicle short of introducing Jimmy Carter to 113 million Americans that would reveal the depth of my candidate.”

Today, Mr. Rafshoon is so devoted to the five-minute spot concept that, he says with only a touch of hyperbole, “I’d be very happy if the networks and stations said, ‘From now on we’ll sell candidates nothing but five minutes.’ You can do more in five minutes. You can develop more.”

And other candidates, too, learned the importance of broadcast advertising. *Newsday’s* Martin Schram, in his new book *Running for President*, says, “There is no doubt in the mind of [Arizona Congressman Morris] Udall that the [Ohio primary] was lost by the delay that shut Udall off the television stations in that final crucial weekend . . .” Mr. Carter’s narrow, but decisive, Ohio victory won him a barrage of political endorsements that all but assured him of the Democratic nomination. Ohio had been Mr. Udall’s last chance.

Mr. Schram quotes Mr. Carter’s principal political adviser, Hamilton Jordan, on

the outcome of the Ohio race: "A weekend of television has to be worth five thousand votes easily .... That's how they lost it. That's how we won."

In the primaries, Carter also suffered at the strength of broadcasting's influence. California Governor Jerry Brown, a late entrant, and his slate of uncommitted delegates managed to defeat Mr. Carter in Rhode Island after Governor Brown spent \$25,000 on a last minute radio, television and newspaper blitz—and only three days of campaigning.

Even Gerald Rafshoon acknowledges that President Ford's commercials—the upbeat "feeling good about America" spots as well as the so-called "negative," man-on-the-street ads of the last few weeks—were "very effective." He admits only grudgingly, however, that President Ford's rising popularity and Mr. Carter's concurrent slippage in October led him to the decision to hire Tony Schwartz (of LBJ-atom bomb fame) to produce the "close-up" Carter commercials that began to dominate the Carter advertising.

When asked whether it was a mistake to have hired Mr. Schwartz, Mr. Rafshoon replied, "Certainly it was." But not because of Mr. Schwartz's reputation for negative ads—a point the news media played up. "People don't read those things," Mr. Rafshoon said. "That's insiders' stuff." What was wrong with the decision to go with Mr. Schwartz was that, "Tony was so off target."

Mr. Rafshoon admitted Mr. Schwartz had been ready to produce some hard-hitting, "negative" slaps at Mr. Ford's vetoes and the state of the economy. Mr. Rafshoon said it was his decision not to go ahead with them.

He did admit, however, that he seriously considered doing a negative spot on the Ford pardon of ex-President Nixon. "If we had hit with the pardon stuff, it's possible we would have won by a landslide. Or, it could have backfired, and we would have lost." When pressed if his decision not to go with the pardon was prompted either by his desire to run a clean, exemplary campaign or by the possibility of losing, Mr. Rafshoon answered, "What do you think?" He did say, however, that he understood the Ford people "had some spots with Ruckelshaus and Richardson ready to go combating our pardon spots." (William Ruckelshaus and Elliot Richardson—former assistant attorney general and attorney general, respectively—were the principal victims of President Nixon's infamous "Saturday night massacre.")

Ultimately, Mr. Rafshoon defends his decision not to hit President Ford too heavily by saying, "If we had done negative spot stuff, if we had used Jimmy talking about the pardon, he would have been doing the obvious thing that a politician would do." Again, Mr. Rafshoon was relying on the image the people had of Mr. Carter as a non-politician, an image Messrs. Rafshoon and Carter had spent four very long, very lonely years in cultivating. It was an image they were not, to mix a Nixonian metaphor, going to blow

**The most recent of the big spenders.** Jimmy Carter and Gerald Ford spent a total of \$27 million on advertising in 1976—\$12 million and \$15 million, respectively. Mr. Carter's breakdown by media: television \$8.2 million, direct mail \$1 million; radio \$1 million, print \$300,000, collateral (including production) \$1.5 million. Mr. Ford's: television \$8.5 million, direct mail \$3 million, radio \$1 million, print \$1 million, collateral (including production) \$1.5 million.

in the last quarter. "I knew it was wrong to use the pardon stuff when a lot of Democratic politicians started calling and saying to use the pardon stuff. Jimmy is still not your average politician."

Mr. Rafshoon credits the 30-minute film run on the networks the Monday night before the election as a major factor in the Carter victory. According to Carter polls, those programs handed Mr. Carter fully 60% of the voters who were undecided the weekend before Nov. 2. Interestingly, Mr. Rafshoon says the only thing he would have done differently during the campaign is to have run that last night's film "a month earlier."

■ Just as interesting, perhaps more so, are the feelings of John Deardourff and Douglas Bailey about that last weekend and the Monday night programs. Both

men admitted the election was lost during that weekend. "We needed two fewer days," Mr. Bailey said.

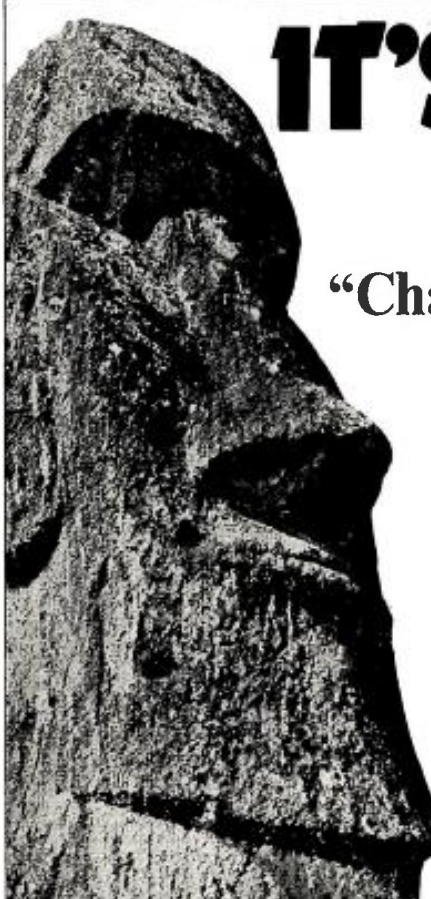
"If the election had been on Saturday, we would have won," Mr. Deardourff added.

Mr. Bailey offered an intriguing analysis: "As long as Carter was ahead, and the public perceived Carter was ahead, then the question which dominated the campaign was, 'Do I really want Jimmy Carter as my President?' ... At the moment that the public perceived, because the news commentators, the pollsters, both campaigns said, 'The President has a chance. The President might win this thing.' Suddenly, the question changed. Now the question is, 'Do I really want Jerry Ford for four more years?'"

According to this explanation, Ford's strength was in his position as the underdog. Once Mr. Ford was equal to Mr. Carter or, according to the last Gallup poll, ahead, he lost the offensive.

Much was written about the Ford campaign's last-minute advertising splurge. But according to Mr. Deardourff, the network well for TV spots ran dry at the last minute. "It's a misconception," he said, "to believe that we had anything like saturation spot advertising right up to the end. We had it up to Saturday and then we didn't have it at all."

Both campaigns went to half-hour shows at the last minute, which may be the reason spot availabilities drained off,



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**NUMBER ONE in SACRAMENTO-STOCKTON** on NBC affiliate KCRA-TV, Monday, 9-11 PM. Competition included CBS's comedy block, baseball on ABC, and another local movie.

**RATING: 24.0; SHARE: 44.0\*** (70% higher than the station's average during the other 3 weeks in the survey).

"CHARIOTS OF THE GODS," one of 15 great features from Gold Key's new Outdoor Adventure III.

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\*Source: ARB ADR for May 10, 1976 airdate

but Mr. Deardourff feels the longer shows had "marginal" effect that late in the game. At that point, he said, the size of the audience "is a reflection of the people who are for you."

Nov. 2 was not a total loss for Messrs. Deardourff and Bailey. Although they lost the presidential election, a Michigan senatorial race and a Missouri governorship, their firm directed seven victories that day—including James R. Thompson's stunning win as Illinois governor.

Both men were impressed by Carter advertising. Mr. Bailey pointed out two things the Carter people did which he called "extraordinary": the mid-campaign shift to Tony Schwartz and their decision not to hit back at Ford's man-in-the-street ads. "In the last month of the campaign, they made no errors," Bailey said.

Mr. Deardourff did say the Carter ads were "too safe. . . . All of their advertising seemed, to me, to be very soft, and I think that softness caught up with them."

■ Certainly the greatest lesson for future Presidential hopefuls to come out of the 1976 campaign should be the thorough integration of a campaign's advertising and political strategies. Both Messrs. Deardourff and Bailey admitted that one of the toughest parts of their jobs had been repairing the structural fragmentation of the Ford campaign that had developed during the primary season—before they were hired. Mr. Rafshoon, because he has been with Carter for so long and because he refuses to act independently of the political strategists, never had such a problem. Back in 1972, when Mr. Carter first decided to run for the Presidency and long before there was any need for advertising, Mr. Rafshoon developed the plan by which Carter acquired his national image. In a memo he prepared for Mr. Carter then, Mr. Rafshoon outlines, year-by-year, the phases the candidate would have to go through to win a national reputation. Important, too, in this memo is the indication that Mr. Rafshoon intended to make much of Mr. Carter's "Kennedy smile." It was, according to Mr. Schram, "an image Mr. Rafshoon had shunned in past campaigns in Georgia but now planned

to exploit nationally."

Mr. Rafshoon and Mr. Carter's other advisers had their candidate deliver countless speeches before conventions visiting Atlanta, got him three appearances on NBC's *Today* show, arranged meetings with important news personalities and even managed to have Mr. Carter appear on *What's My Line?* "They never guessed who he was, either," Mr. Rafshoon recalled.

By 1975 the Carter people were filming spots and were in full readiness to begin their national campaign. At this point, the political and advertising strategies meshed.

"We had to win the South," Rafshoon said. "So every day I looked at the Southern polls, and we put in a special radio campaign in the South, special spots in the South appealing to Southern pride."

John Deardourff, remarking that there was a "tremendous amount of local regional advertising going on," called Carter's Southern ads "the most effective thing the Carter people did in the entire campaign." He said that until those ads began running, the Ford people had thought they had a real chance in some of the Southern states.

Mr. Rafshoon also ran a special radio and newspaper campaign aimed at blacks, and Mr. Carter delivered Spanish language commercials in areas with large Latin-American populations.

Mr. Rafshoon did all that he could to enhance the local appeal of his advertising. "I kept in mind that every time we went into a state, it was like [trying to win the governorship] of another state." He did not try to think of the campaign with a "national strategy." Instead, Mr. Rafshoon said he tried to win "this state and that state and that state." He even went so far as to make minor changes in some ads to increase their local effectiveness.

Future presidential campaigns are likely to reflect some of the changes that took place this year. It appears that the longer, five minute political commercials are here to stay. Messrs. Deardourff and Bailey, as well as Mr. Rafshoon, were pleased with the results of the longer spots. Mr. Bailey

explained why: Most people, he said, watch political commercials with a great deal of skepticism, and with 30- and 60-second spots "you haven't broken down the skepticism barrier so that you can get around to communicating your message effectively. The five-minute commercial changes that. It allows people to get into it and you to get into it in a way that you are effectively communicating—so that the advertising can change minds."

In the end, advertising may have had a larger role in changing voters' minds than Messrs. Bailey and Deardourff had anticipated. They had thought the debates would have the greatest impact on the campaign, but the debates developed more into personality showcases than issue forums, in their opinion—they found them not to be devastatingly persuasive.

They had thought daily news coverage would have great impact, but that, too, fell short of their expectations. Mr. Deardourff thinks there's a lesson for TV reporters covering future campaigns: "We assumed, because of the intense, hour-by-hour news coverage of the presidential campaign, that, at most, the paid advertising would have some small, marginal value. I think it ended up having considerably more than that—partly because of the nature of the news coverage. . . . Because of the intense competition among the television people the story of the night frequently turned out to be a lot of trivia. It was momentarily interesting but had very little in the way of lasting impact. And therefore people were looking for something else. They weren't deriving their principal source of useful information about these candidates from knowing that the President mispronounced the name of a town somewhere or that Carter dropped his suitcase. . . . I think there's a serious problem for them to think about over the next four years—how they cover the next presidential campaign and whether they want to do it in quite this same way—this kind of frantic, keeping-up-with-the-candidate, covering whatever it is he's doing—rather than trying to step back and look at the broader picture."

Mr. Rafshoon has roughly the same picture of TV news, but does not seem to want or expect it to change. Instead, he implies, Mr. Carter may change next time around to suit TV's needs. "Television looks for good film," he said. "Jimmy could make a very good issues statement in the morning, but if there was an anti-abortion demonstration parade at the next rally, what are you going to have [on the evening news]? I'm not blaming television for that. I think we did too many events on the road, and naturally they look for conflict and something that's a little more controversial."

Come 1980, if Jimmy Carter is still President and running for re-election, Mr. Rafshoon will likely have a chance to improve upon the lessons of 1976. He cannot know now exactly what he would change, but he says he won't repeat himself: "The most dangerous thing in politics is to fight every battle like the last one."

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# The Broadcasting Playlist™ Jan 3

## Contemporary

| Over-all-rank |           | Title (length)                                   | Artist—label                                    | Rank by day parts |        |      |       |
|---------------|-----------|--------------------------------------------------|-------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                  |                                                 | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         | <b>Tonight's the Night</b> (3:55)                | Rod Stewart—Warner Bros.                        | 1                 | 1      | 1    | 1     |
| 2             | 2         | <b>You Don't Have to Be a Star</b> (3:40)        | Marilyn McCoo & Billy Davis Jr.—ABC             | 2                 | 3      | 2    | 2     |
| 4             | 3         | <b>You Make Me Feel Like Dancing</b> (2:48)      | Leo Sayer—Warner Bros.                          | 4                 | 2      | 4    | 3     |
| 6             | 4         | <b>Muskrat Love</b> (3:28)                       | Captain & Tennille—A&M                          | 5                 | 5      | 3    | 4     |
| 3             | 5         | <b>Rubberband Man</b> (3:30)                     | Spinners—Atlantic                               | 6                 | 5      | 5    | 5     |
| 5             | 6         | <b>Nadia's Theme</b> (2:50)                      | Barry De Vorzon & Perry Botkin Jr.—A&M          | 7                 | 4      | 6    | 6     |
| 7             | 7         | <b>More Than a Feeling</b> (3:25)                | Boston—Epic                                     | 6                 | 8      | 9    | 12    |
| 8             | 8         | <b>Stand Tall</b> (3:20)                         | Burton Cummings—Portrait/CBS                    | 8                 | 10     | 7    | 8     |
| 9             | 9         | <b>Sorry Seems to Be the Hardest Word</b> (3:28) | Elton John—Rocket/MCA                           | 10                | 12     | 8    | 7     |
| 19            | 10        | <b>Blinded by the Light</b> (3:48)               | Manfred Mann—Warner Bros.                       | 12                | 7      | 14   | 11    |
| 11            | 11        | <b>Living Thing</b> (3:30)                       | Electric Light Orchestra—United Artists         | 11                | 9      | 13   | 10    |
| 10            | 12        | <b>Carwash</b> (3:18)                            | Rose Royce—MCA                                  | 9                 | 11     | 10   | 14    |
| 15            | 13        | <b>I Wish</b> (4:12)                             | Stevie Wonder—Tamla/Motown                      | 14                | 14     | 12   | 9     |
| 12            | 14        | <b>Love So Right</b> (3:19)                      | Bee Gees—RSO/Polydor                            | 13                | 15     | 11   | 15    |
| 16            | 15        | <b>Dazz</b> (5:35)                               | Brick—Bang                                      | 15                | 13     | 15   | 13    |
| 14            | 16        | <b>After the Lovin'</b> (3:50)                   | Engelbert Humperdinck—Epic                      | 17                | 20     | 16   | 16    |
| 13            | 17        | <b>You Are the Woman</b> (2:42)                  | Firefall—Atlantic                               | 18                | 17     | 18   | 18    |
| 18            | 18        | <b>Cherchez La Femme</b> (3:33)                  | Dr. Buzzard's Original Savannah Band—RCA        | 19                | 18     | 17   | 20    |
| 17            | 19        | <b>Hot Line</b> (2:59)                           | Sylvers—Capitol                                 | 16                | 16     | 19   | 17    |
| 20            | 20        | <b>Beth</b> (2:45)                               | Kiss—Casablanca                                 | 23                | 19     | 20   | 19    |
| 23            | 21        | <b>Enjoy Yourself</b> (3:24)                     | Jacksons—Epic                                   | 21                | 21     | 23   | 21    |
| 22            | 22        | <b>I Never Cry</b> (3:43)                        | Alice Cooper—Warner Bros.                       | 20                | 22     | 22   | 22    |
| 24            | 23        | <b>New Kid in Town</b> (5:02)                    | Eagles—Asylum                                   | 22                | 23     | 24   | 24    |
| 27            | 24        | <b>Walk This Way</b> (3:31)                      | Aerosmith—Columbia                              | 25                | 29     | 21   | 23    |
| 21            | 25        | <b>Nights Are Forever without You</b> (2:52)     | England Dan & John Ford Coley—Big Tree/Atlantic | 24                | 24     | 26   | 26    |
| 36            | 26        | <b>Weekend in New England</b> (3:38)             | Barry Manilow—Arista                            | 26                | 25     | 27   | 25    |
| 34            | 27        | <b>Night Moves</b> (3:20)                        | Bob Seger—Capitol                               | 28                | 27     | 30   | 31    |
| 31            | 28        | <b>Torn Between Two Lovers</b> (3:40)            | Mary MacGregor—Ariola America/Capitol           | 27                | 32     | 29   | 33    |
| 28            | 29        | <b>Free Bird</b> (4:55)                          | Lynyrd Skynyrd—MCA                              | *                 | 26     | 28   | 27    |
| 30            | 30        | <b>Somebody to Love</b> (4:53)                   | Queen—Elektra                                   | 29                | 31     | 32   | 32    |
| 20            | 31        | <b>This Song</b> (3:45)                          | George Harrison—Dark Horse/WB                   | 36                | 28     | 31   | 29    |
| 37            | 32        | <b>Isn't She Lovely</b> (6:33)                   | Stevie Wonder—Tamla/Motown                      | *                 | *      | 25   | 28    |
| 26            | 33        | <b>Rock'n Me</b> (3:05)                          | Steve Miller Band—Capitol                       | 31                | 30     | 35   | 30    |
| 33            | 34        | <b>Love Me</b> (3:10)                            | Yvonne Elliman—RSO/Polydor                      | 30                | 33     | 33   | 36    |
| 32            | 35        | <b>If You Leave Me Now</b> (3:40)                | Chicago—Columbia                                | 33                | 34     | 34   | 34    |
| 35            | 36        | <b>Disco Duck (Part 1)</b> (3:15)                | Rick Dees & His Cast of Idiots—RSO/Polydor      | 38                | 35     | 36   | 35    |
| —             | 37        | <b>Lost without Your Love</b> (2:56)             | Bread—Elektra                                   | 32                | 39     | 37   | 39    |
| —             | 38        | <b>I Like Dreaming</b> (3:29)                    | Kenny Nolan—20th Century                        | 34                | 36     | 38   | 38    |
| —             | 39        | <b>Jeans On</b> (2:36)                           | David Dundas—Chrysalis                          | 35                | *      | 40   | 40    |
| 40            | 40        | <b>Fernando</b> (4:11)                           | Abba—Atlantic                                   | 40                | 40     | 39   | 37    |

## Playback

**Prospects.** The new year in music, predicts Dick Kent of WLAC(AM) Nashville, will bring longer playlists, many new artists and down-to-earth, nicer songs. Songs will have "a simpler, deeper meaning in a cleaner way. I think we're at the end of 'dirty' lyrics for shock value," says Mr. Kent. His research shows radio stations do not have to conform to a 25-record playlist: "You can spread it out, play more records and still keep your audience."

**Retrospect.** "To me, the biggest songs of the year were not only those that made it big, but those that are still hanging on," says Mr. Kent. *Silly Love Songs* (Capitol) by Paul McCartney and Wings continues to be a hot request in Nashville. "McCartney is the one Beatle capable of musically staying contemporary... he proved he's here forever," Mr. Kent says. But the trend in Nashville for 1976 was a softening up: lyrics about reaffirming love and nostalgic love; witness *Still the One* (Asylum) by Orleans, *December 1963 (Oh What a Night)* (Warner Bros.) by the Four Seasons, and *I'd Really Love to See You Tonight* (Big Tree) by England Dan and John Ford Coley.



Kent

## Country

| Over-all-rank |           | Title (length)                                       | Artist—label                    | Rank by day parts |        |      |       |
|---------------|-----------|------------------------------------------------------|---------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                      |                                 | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         | <b>Broken Down in Tiny Pieces</b> (3:00)             | Billy "Crash" Craddock—ABC/Dot  | 1                 | 2      | 2    | 1     |
| 3             | 2         | <b>Thinking of a Rendezvous</b> (3:22)               | Johnny Duncan—Columbia          | 3                 | 1      | 1    | 2     |
| 4             | 3         | <b>Statues without Hearts</b> (2:42)                 | Larry Gatlin—Monument           | 4                 | 3      | 3    | 3     |
| 5             | 4         | <b>Two Dollars in the Jukebox</b> (2:22)             | Eddie Rabbitt—Elektra           | 2                 | 4      | 4    | 4     |
| 16            | 5         | <b>I Can't Believe She Gives It All to Me</b> (2:25) | Conway Twitty—MCA               | 6                 | 6      | 6    | 5     |
| 7             | 6         | <b>She Never Knew Me</b> (2:46)                      | Don Williams—ABC/Dot            | 5                 | 5      | 9    | 7     |
| 13            | 7         | <b>You Never Miss a Real Good Thing</b> (3:47)       | Crystal Gayle—United Artists    | 7                 | 7      | 5    | 8     |
| 8             | 8         | <b>Fox on the Run</b> (2:03)                         | Torn T. Hall—Mercury            | 9                 | 8      | 7    | 6     |
| 6             | 9         | <b>Sweet Dreams</b> (3:00)                           | Emmylou Harris—Reprise          | 8                 | 10     | 11   | 13    |
| 2             | 10        | <b>Baby Boy</b> (3:04)                               | Mary Kay Place—Columbia         | 11                | 9      | 12   | 10    |
| 11            | 11        | <b>Lawdy Miss Clawdy</b> (2:19)                      | Mickey Gilley—Playboy           | 10                | 15     | 8    | 12    |
| 14            | 12        | <b>Everything I Own</b> (2:49)                       | Joe Stampley—ABC/Dot            | 14                | 11     | 13   | 11    |
| 12            | 13        | <b>Hillbilly Heart</b> (2:55)                        | Johnny Rodriguez—Mercury        | 12                | 17     | 10   | 14    |
| 10            | 14        | <b>Good Woman Blues</b> (2:50)                       | Mel Tillis—MCA                  | 13                | 12     | 14   | 16    |
| 19            | 15        | <b>Don't Be Angry</b> (3:02)                         | Donna Fargo—ABC/Dot             | 15                | 14     | 15   | 9     |
| 9             | 16        | <b>9,999,999 Tears</b> (3:00)                        | Dickey Lee—RCA                  | 19                | 13     | 16   | 15    |
| 15            | 17        | <b>Take My Breath Away</b> (2:48)                    | Margo Smith—Warner Bros.        | 16                | 18     | 17   | 18    |
| 17            | 18        | <b>Every Face Tells a Story</b> (3:28)               | Olivia Newton-John—MCA          | 17                | 16     | 18   | 17    |
| 18            | 19        | <b>Never Did Like Whiskey</b> (2:08)                 | Billie Jo Spears—United Artists | 18                | 19     | 19   | 22    |
| 20            | 20        | <b>Somebody Somewhere</b> (3:00)                     | Loretta Lynn—MCA                | 24                | 20     | 21   | 21    |
| —             | 21        | <b>Liars One, Believers Zero</b> (2:39)              | Bill Anderson—MCA               | *                 | 21     | 20   | 20    |
| —             | 22        | <b>Let My Love Be Your Pillow</b> (3:14)             | Ronnie Milsap—RCA               | 20                | 22     | *    | 19    |
| 24            | 23        | <b>Hangin' On</b> (2:55)                             | Vern Gosdin—Elektra             | 21                | 24     | 22   | 23    |
| —             | 24        | <b>Your Place or Mine</b> (3:00)                     | Gary Stewart—RCA                | 22                | 25     | 23   | *     |
| —             | 25        | <b>Cherokee Maiden</b> (2:56)                        | Merle Haggard—Capitol           | *                 | 23     | 25   | *     |

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (■) indicates an upward movement of five or more chart positions.

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## Media



Flynn



Domino

**William J. Flynn**, VP/general manager, Storer Television's WSBK-TV Boston, named to same post, co-owned WJW-TV Cleveland. **Joseph C. Domino**, WSBK-TV station manager, succeeds Mr. Flynn as general manager.

**Peter V. O'Reilly**, broadcast and media executive, has joined BROADCASTING magazine as Southern sales manager, headquartered in Washington. For past two years he has been regional manager of Doubleday Media, broker of radio, TV, cable and newspaper properties. Mr. O'Reilly began professional broadcast career as personality for WMAL stations in Washington, moved into sales with WTOP stations there and became VP-general manager of WTOP(AM). He was general manager of WRC(AM) Washington before joining Doubleday Media.



O'Reilly



Torge

**George R. Torge**, who has been associated with WBen Inc., Buffalo, N.Y., since 1935, retired on Dec. 31 as VP of corporation and manager of WBen-TV Buffalo. He will continue to serve on board of directors of corporation and will be involved in station's editorial policy.

**Jack P. McCarthy**, general manager, WHIO-TV, Dayton, Ohio, and **Ronald L. Kempff**, general manager, WHIO-AM-FM there, both VP's of licensee, Miami Valley Broadcasting, named VP's of parent, Cox Broadcasting, Atlanta.

**Varner Paulsen**, VP and general manager of Metromedia's WNEW(AM) New York, appointed VP of administration, Metromedia Radio, operator of 12 stations. **William Dalton**, general manager of Metromedia's WASH(FM) Washington, replaces Mr. Paulsen as WNEW VP/general manager.

**Clarence H. Hopper**, VP, facilities, CBS Inc., will retire in February. Since joining CBS in 1956, Mr. Hopper has been responsible for \$200 million worth of construction designed for company by some of the world's most renowned architects and including CBS Headquarters Building in New York; CBS Technology Center in Stamford, Conn.; CBS Records production facility in Pitman, N.J., and expansion of Television City complex in Los Angeles. **Gene F. Jankowski**, VP/controller, CBS Inc., New York, appointed VP, administration.

**Allan S. Ross**, director, human resources planning and development, ABC Inc., New York, named VP.

**Albert M. Holtz**, general manager, WPGH-TV Pittsburgh, named VP/general manager of licensee, Pittsburgh Telecasters.

**Harry Kevorkian**, news director, WNDU-AM-FM-TV South Bend, Ind., appointed director of telecommunications standards and practices.

**Dean D. Craun**, VP/assistant general manager, KHUB-AM-FM Fremont, Neb., named president/general manager, replacing retiring general manager, **Glen Ilgenfritz**, who will continue in consulting capacity.

**Allan MacMillan**, VP/general manager, WRNG(AM) Atlanta, named VP for radio operations of parent, Southmedia there, management firm with radio, cable TV and newspaper interests. **Harry Davey**, WRNG sales manager, moves to general manager spot.

**Don McCoun**, sales manager, KXL-AM-FM Portland, Ore., appointed general manager of co-owned KCKN-AM-FM Kansas City, Kan.

**Ian Trethowan**, managing director, British Broadcasting Corp., London, appointed director-general.

**T. J. Vaughn**, program director, WAND(TV) Decatur, Ill., appointed VP in charge of operations and programming.

**Jim A. Martin**, general sales manager, KGNC-AM-FM Amarillo, Tex., joins KROD(AM) El Paso as general manager.

**Peter Downey**, director of operations, non-commercial WGBH-FM Boston and WGBY-TV Springfield, Mass., named to same post, Public Broadcasting Service, Washington.

**John L. Green**, from WWBT(TV) Richmond, Va., joins WRAL-TV Raleigh, N.C., as director of station operations. **Art Anderson**, WRAL-TV art director, promoted to promotion/graphic arts manager.

**Liz Horton**, in continuity department, KTVV(TV) Austin, Tex., promoted to head of public relations/promotion department.

**John D. Langlois**, former general manager, WRNL(AM)-WRXL(FM) Richmond, Va., joins WEET(AM) there as station manager/corporate treasurer.

**Craig Simon**, associate director, NBC Radio, New York, named administrator, operations, of

NBC-owned WNWS(FM) New York, which becomes WYNY(FM) with change in format from all news to soft rock.

**Ted Mahn**, account executive, KWSL(AM) Sioux City, Iowa, promoted to station manager.

**Gary Fiset**, assistant to editor, *Oakland* (Calif.) *Tribune*, joins KGO(AM) San Francisco as promotion director.

**Beverly Ann Lee**, reporter, KNX(AM) Los Angeles, appointed assistant director of community relations.

## Broadcast Advertising

**Wendell D. (Pete) Moore**, senior VP/general manager, Bloomfield Hills, Mich., office of D'Arcy-MacManus & Masius, named president of that office. **Milton F. Coulson Jr.**, senior VP, named executive VP/general manager.

**William H. Lynn**, senior VP, Ketchum, MacLeod & Grove, New York, in charge of network television and radio, assumes additional responsibility as director of media, succeeding **Daniel Borg**, senior VP, who leaves to form his own media buying service.

**Alan G. Goldin**, director of media research, BBDO, New York, and **Raymond D. Herman**, account supervisor named VP's: **Garrett (Mike) Nash**, VP/Southern area supervisor, Dodge Advertising Association (dealer) accounts, BBDO, Troy, Mich., named DAA national supervisor. **Robert L. Riggsbee**, DAA Southern region supervisor, Cincinnati and **Joseph J. Cronin**, DAA Western Area supervisor, Los Angeles, named BBDO VP's.

**Frank H. Burke**, controller, Warren, Muller, Dolobowsky, New York, joins Bozell & Jacobs there as VP, finance and administration.

**Sally Corso**, broadcast traffic coordinator, BBDO, New York, joins Foote, Cone & Belding there in same post. **Barry Holland**, assistant art director, Grey Advertising there, joins FC&B as in same capacity.

**Ruth Trager**, associate media director, Tucker Wayne & Co., Atlanta, named VP.

**Robert A. Hilton**, senior VP, marketing, Glaser Brothers, tobacco/confectionery distributing firm, Los Angeles, named managing partner/member of management committee, Tatham-Laird & Kudner, Chicago.

**Floyd J. Gelini** and **John F. Ryan**, managers of regional sales offices for Blair Television in Boston and San Francisco, respectively, named VP's of Blair Television. Company also named **H. Maier**, VP and manager of Blair, Atlanta, to new post of VP, Atlanta-Jacksonville operations and **James T. Lewis**, Atlanta account executive, to sales manager, Atlanta (Mr. Lewis and John M. Farris, manager of Blair in Jacksonville, Fla., report to Mr. Maier).

**Calvin E. Coleman**, general sales manager, WAND(TV) Decatur, Ill., appointed VP, sales.

**Pete Peterson**, salesman, KOAA-TV Colorado

Spring, appointed director of marketing.

**Terri Hogue**, program administrator, King County Jobline, Bothell, Wash. public service youth employment organization, joins KIRO-TV Seattle as marketing director.

**Steven R. Nelson**, national retail copywriter, Sears, Roebuck & Co., Chicago, joins WLS(AM) there as director of advertising/promotion.

**Robert W. Fulstone**, account executive, CBS Television National Spot Sales, New York, joins co-owned KMOX(AM) St. Louis as national sales manager.

**Ray Fremau**, senior local account executive, WAVY-TV Portsmouth, Va., promoted to director of sales development.

**Kay Stafford**, promotion director, WFBR(AM) Baltimore, named director of advertising and promotion, WBAL-TV there.

**Al Tanksley**, local/regional sales manager, WSPA-TV Spartanburg, S.C., joins KTVV(TV) Austin, Tex., as general sales manager. **Jim Batson**, KTVV general sales manager, named regional sales manager.

## Programing



Miller

**Frank R. Miller**, station manager, WTVJ(TV) Miami, joins Group W Productions' *Mike Douglas Show* as VP, general manager and executive producer.

**Craig Scott**, national operations manager, Plough Broadcasting, Memphis, appointed VP, programing.

**Patrick Stambaugh**, head of administration, John Pearson International, Los Angeles, joins Paramount Pictures' television division, New York, as assistant to executive VP of international sales.

**Clifford Alsberg**, manager, dramatic program development, ABC Entertainment, West Coast, appointed director, dramatic program development. **Bonny Dore**, West Coast director, children's programs, promoted to director, variety programs. **Maggie Duffy**, executive story editor, promoted to director, story department, dramatic programs and motion pictures for television. **Donald March**, manager, limited series, appointed director, limited series and novels for television. **Tom Werner**, manager, comedy program development, named director, program development. All appointments are in prime-time programing.

**John Cleary**, provincial sales executive for Australia, Far East and New Zealand, Columbia Pictures Television, Sydney, Australia, promoted to sales manager in those territories.

**William E. (Rick) Ray**, from WCSC-TV Charleston, S.C., appointed program manager/film buyer, WRAL-TV Raleigh, N.C.

**Dave Brown**, sports reporter/weekend sports anchor, KRGV-TV Weslaco, Tex., named sports director/anchor, succeeded by **Ken Chambers**, field reporter.

**Jeffrey C. Mathieu**, from WCAU-FM Philadelphia, joins WRCP-AM-FM there as program director.

## Broadcast Journalism



Renick

**Ralph Renick**, news VP/director, Wometco's WTVJ(TV) Miami, appointed VP for all Wometco television news operations: WLOS-TV Asheville, N.C.; KVOs-TV Bellingham, Wash., and WTVJ.

**Adam C. Powell III**, news director, WINS(AM) New York, named manager of news operations, CBS News Radio, succeeding **Lee Otis**, who retires at end of January after 34 years in CBS news division.

**Dan Cooper**, film producer, WABC-TV New York's *Eyewitness News*, appointed assistant news director.

**Dick Glover**, executive news producer, WBZ-TV Boston, appointed assistant news director.

**Scott Lewis**, news editor, WNEW-TV New York, joins AP Radio, Washington, in same post.

**Aldy Swanson**, news director, WEAU-TV Eau Claire, Wisc., joins KTVV(TV) Austin, Tex., in same capacity. **Van Hackett**, assistant news director/anchorman WPTV(TV) West Palm Beach, Fla., joins KTVV in the same post.

**Michael Collins**, assistant director of news operations, WNDU-AM-FM-TV South Bend, Ind., named news director. **Marcia Ladendorff**, reporter, WOKR(TV) Rochester, N.Y., joins WNDU stations news staff.

**Maury Povlich**, anchorman/talk-show host, WTTG(TV) Washington, joins WMAQ-TV Chicago as co-anchor.

**Charlene Mitchell**, reporter, WMAL-TV Washington, joins WNAC-TV Boston in same capacity.

**Nancy Kaplovsky**, morning news/assignment



**Honored.** First Lady Betty Ford and Neil E. Derrough, vice president/general manager, WBBM-TV Chicago, were recipients of the American Cancer Society's first Media Awards for excellence in communications at the Waldorf-Astoria in New York. Mr. Derrough was recognized for WBBM-TV's two-week cancer awareness campaign; Mrs. Ford received the society's Communicator of Hope award.

editor, WBZ-AM-FM Boston, joins KDKA-AM-FM Pittsburgh as news director.

**Karen Fox** editor/correlator, KYW(AM) Philadelphia, joins WCAU(AM) there as news editor.

**Doug Breisch**, government reporter, WIZM-AM-FM La Crosse, Wis., promoted to news director, succeeding **Gayle Olson** named news director, co-owned WMAV(AM) Springfield, Ill.

**Al Roker**, weather reporter, WTVH(TV) Syracuse, N.Y., joins WTTG(TV) Washington in same capacity.

**Bill Houlihan**, in aviation business for almost 12 years, returns to WEEK-TV Peoria, Ill., as weather reporter.

Newly elected officers, Radio-Television Correspondents' Association, Washington: **Paul Duke**, Public Broadcasting Service, chairman; **Hal Walker**, CBS News, vice chairman; **Jon Bascom**, Mutual Broadcasting System, secretary, and **Don Farmer**, ABC News, treasurer.

## Cable

**R. Bruce Ellis**, Midwest regional manager, Cablecom General, joins Cox Cable Communications as VP/general manager of Mission Cable TV, San Diego.

**James S. Novak**, chief technician, Continental Cablevision's Tiffin, Ohio, system, named to same post for Northern suburbs system of Continental of Miami Valley, Ohio. **Randy L. Midkiff**, chief technician, Findlay, Ohio, system, named to same post at Southern suburbs system of Miami Valley operation.

## Equipment & Engineering

**Robert B. Wehrman**, director of engineering, Cox Broadcasting, Atlanta, elected VP of engineering, succeeding **Ernest L. Adams**, who retires after 42 years with corporation.

**H. William Wood**, VP, U.S. Intelsat division, Communications Satellite Corp., Washington, elected VP Intelsat management division, succeeded by **Richard R. Colino**, assistant VP, U.S. Intelsat division.

**Alexis Young**, chief engineer, WCFL-TV Chicago, named director of engineering, Catholic Television Network of Chicago.

## Allied Fields

**Michael R. Marchetti**, comptroller, Radio Free Europe/Radio Liberty, Washington, appointed to additional duties as chief financial officer, replacing **Donald Smith**, VP for finance/treasurer, who has resigned.

**John E. Bowen III**, account executive, McHugh & Hoffman communications consultants, McLean, Va., appointed VP.

## Deaths

**Phillip Hart** (D-Mich.), Senate's gentle crusader against corporate monopolies, died last week of cancer at 64. He was quiet but dogged pursuer of consumerist legislation, at times in direct confrontation with broadcasting industry. Two years ago, he fought one-man battle to ensure that questionable crossownerships of broadcast properties could be reasons for denying license renewals in renewal bill Senate



passed. He was one of two who voted against that bill in 1974 because in his opinion it made life "a little easier" for industry that is already "very healthy." Most recently, his Antitrust Subcommittee conducted investigation of FCC pay cable TV rules, which he concluded have "stifled competition" and "retarded the growth of this promising industry."



Hart



Ports

**Delmer C. Ports**, 62, VP for engineering, National Cable Television Association, Washington, died Dec. 18, after heart attack at his home in Arlington, Va. He began his career with Washington engineering consulting firm of Jansky and Bailey, becoming VP and engineer before company joined Atlantic Research Corp., Alexandria, Va. He joined NCTA in 1971 from post as director, electronics and communications development, Atlantic Research. Survivors include wife, Vivian, and two sons.

**George W. Bailey**, 89, retired executive consultant to Institute of Electrical and Electronics Engineers, New York, died in his sleep at his home in Nashville Dec. 19. During World War II he was chairman, radio section, National Research Council's Office of Scientific Personnel and served on War Communications Board. Leaving government service in 1946, he became executive secretary, Institute of Radio Engineers. When institute merged with American Institute of Electrical Engineers into IEEE in 1963, Mr. Bailey assumed his most recent post, from which he retired in 1975. Survivors include two sons.

**Edmund A. Ramsaur**, 51, president, Multimedia Inc., Greenville, S.C., died of cancer Dec. 18, at his home there. He had been on medical leave of absence since September. J. Kelly Sisk, board chairman/chief executive officer, announced that no immediate changes in corporate management are planned at this time.

**John R. (Bob) Shipley**, 65, former membership executive for Associated Press, died after short illness Dec. 20, at his home in Shreveport, La. He began his broadcast career as singer at WBAL(AM) Baltimore and later sang for WWL(AM) New Orleans. He joined AP in 1951 after working for number of radio stations in Louisiana. He retired from AP at end of 1975. He is survived by his wife, Bess.

**Helen Kincald Henry**, 58, president, Cumberland Gap Broadcasting Co., owner of WMK(AM) Middlesboro, Ky., from 1960 until it was sold in September 1976, died in Fort Lauderdale, Fla., Dec. 8 after short illness. She is survived by her husband, Maurice, and daughter, Mrs. James E. Ballard.

**Joseph R. (Dick) Jessen**, 63, air personality, WPQR-FM Uniontown, Pa., died of heart attack Dec. 25 there. During his career of more than 30 years, Mr. Jessen had been with several stations in Pennsylvania, including: WWSW(AM) Pittsburgh, WESA(AM) Charleroi, WBCW(AM) Jeannette, WPEN(AM) Philadelphia and WCVI(AM) Connelville. Survivors include two sons, Eric and Dirk.

**George B. McCoy**, 72, radio talk-show host in 1930's and television character actor, died of cancer Dec. 22 at Mount Sinai hospital in New York. During his radio career he was heard over NBC's radio network as "The Real McCoy." He appeared on several television soap operas and dramatic programs.

**Dean Alexander Johnson**, 46, manager of noncommercial WGTD(AM) Kenosha, Wis., died Dec. 9, of complications following surgery at St. Luke hospital, Racine, Wis. He joined station in October 1975 to help plan, equip, set up and staff it before air date following December. He is survived by his wife, Leona, and three children, Jeff, Randy and Lisa.

## For the Record

As compiled by BROADCASTING for the period Dec. 13 through Dec. 22 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New stations

#### TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to dates shown: \*WKAS Ashland, Ky. (BMPET-881), June 9; \*KYIN-TV Mason City, Iowa (BMPET-880), June 9.

#### TV licenses

■ Broadcast Bureau granted following licenses covering new stations: \*KAFT Fayetteville, Ark. (BLET-412), Dec. 9; \*WHRM Wausau, Wis. (BLET-391), Dec. 9.

#### AM actions

Broadcast Bureau granted following CP modifications to extend completion time to dates shown: KANI Wharton, Tex. (BMP-14, 297), Dec. 31; KSCF Florissant, Mo. (BMPH-14, 953), May 2.

■ Penuelas, Puerto Rico, Penuelas Broadcasters—Broadcast Bureau granted CP for 1330 khz, 500 w-D. P.O. address: Calle 14, L-S, Bayamon Gardens,

Bayamon, Puerto Rico 00619. Estimated construction cost \$23,570; first-year operating cost \$16,600; revenue \$60,000. Format: Standard pops. Principals: Nephthali Rodriguez (75%) and Rafael Serra (25%) are respectively news director at WQBS(AM) San Juan and general sales manager at WBRQ-FM Gidra, both Puerto Rico (BP-19839). Action Nov. 19.

■ Roosevelt, Utah, Golden Circle Broadcasting—Broadcast Bureau granted 1250 khz, 5 kw-D. P.O. address: East Hwy 40, Roosevelt, Utah 84066. Estimated construction cost \$39,974; first-year operating cost \$49,489. Format: easy listening, contemp. C&W. Principals: Joe A., Jimmie N. and Tommie E. Reidhead (each 20%) own cement products and ranching and land development companies. Morris J. Jones (20%) is sales engineer for electronics manufacturer. Jay S. Monsen (20%) is manager of \*KBYU-FM Brigham Young University, Provo, Utah (BP-19923). Action Nov. 18.

#### AM starts

■ KKAY White Castle, La.—Authorized program operation on 1590 khz, 1 kw-D. Action Nov. 24.

■ WRNJ Hackettstown, N.J.—Authorized program operation on 1000 khz, 1 kw-D. Action Dec. 9.

#### FM actions

Broadcast Bureau granted following CP modifications to extend completion time to dates shown: WBLX Mobile, Ala. (BMPH-14972), April 1; KHLX Blytheville, Ark. (BMPH-14977), May 20; KPHA Hope, Ark. (BMPH-14978), April 1; KRJB Monte Rio, Calif. (BMPH-14966), June 4; KLAK-FM Lakewood, Colo. (BMPH-14975), March 1; \*WMNP Monroe, Conn. (BMPED-1443), April 15; KUGB-FM Great Bend, Kan. (BMPH-14979), March 30; WOLC Princess Anne, Md. (BMPH-14970), June 24; WHSB Alpena, Mich. (BMPH-14971), March 18; KUDO Las Vegas (BMPH-14981), March 14; WBLK-FM Depew, N.Y. (BMPH-14980), Jan. 1; \*WUSB Stony Brook, N.Y. (BMPED-1442), Feb. 21; \*WSIF Wilkesboro, N.C. (BMPED-1444), Jan. 15; WKUT-FM Brattleboro, Utah (BMPH-14967), June 4; KORM Oren,

Utah (BMPH-14974), June 16; KFMG Albuquerque, N.M. (BMPH-14976), June 24.

■ Ontario, Ore., Ontario Broadcasting Co.—Broadcast Bureau granted 96.1 mhz, 27 kw (H), 3 kw (V), HAAT 409 ft. (H), 389 ft. (V). P.O. address: 1156 S.W. 11th Ave., Ontario, Ore. 97419. Estimated construction cost \$65,702; first-year operating cost \$43,164; revenue \$68,432. Format: MOR. Principals: Duana and Wenona Kerttula; Duane, Edith and Robert Kressly, each 20%. Kerttulas (husband and wife) own 12% of KYET(AM) Payette, Idaho and salon. Duane Kressly is insurance broker. Wife, Edith, works at car dealership. Robert Kressly, brother, owns farm (BPH-9879). Action Dec. 6.

■ Deming, N.M., Luna County Broadcasting Co.—Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 195 ft. P.O. address: Box 470, 1700 S. Gold, Deming 88030. Estimated construction cost \$77,095; first-year operating cost \$25,270; revenue \$36,000. Format: Variety. Principals: Applicants, Edwin E. Merriman and Robert W. Tobey, own KOTS(AM) Deming (BPH-9900). Action Dec. 3.

■ \*Elon College, N.C., Elon College—Broadcast Bureau granted 89.3 mhz, 10 w, HAAT 50 ft. P.O. address: c/o Robert Baxter, Box 755, Elon College 27244. Estimated construction cost \$12,620; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is non-profit corporation run by educational institution (BPED-2248). Action Dec. 3.

■ Surfside Beach-Garden City, S.C., Lower Grand Strand Broadcasting Co.—Broadcast Bureau granted 1270 khz, 5 kw-D. P.O. address: Drawer A, Surfside Beach, S.C. 29577. Estimated construction cost \$93,277; first-year operating cost \$15,000; revenue \$25,000. Format: C&W. Principals: Five owners with 17.9% each and one owner with 10.5%—no other broadcast interests. Applicant also has application pending for FM there (BPH-9792). Action Dec. 6.

■ Mineola, Tex., A-C Corp.—Broadcast Bureau granted 96.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 499, Mineola 75773. Estimated construction cost

## Summary of Broadcasting

### FCC tabulations as of Nov. 30, 1976

|                | Licensed | On air<br>STA* | CP's<br>on<br>air | Total<br>on air | CP's<br>not<br>on air | Total<br>authorized** |
|----------------|----------|----------------|-------------------|-----------------|-----------------------|-----------------------|
| Commercial AM  | 4,463    | 6              | 24                | 4,493           | 40                    | 4,533                 |
| Commercial FM  | 2,793    | 1              | 68                | 2,862           | 153                   | 3,015                 |
| Educational FM | 842      | 0              | 25                | 867             | 71                    | 938                   |
| Total Radio    | 8,098    | 7              | 117               | 8,222           | 264                   | 8,486                 |
| Commercial TV  | 719      | 1              | 6                 | 726             | 38                    | 764                   |
| VHF            | 513      | 1              | 3                 | 517             | 6                     | 523                   |
| UHF            | 206      | 0              | 3                 | 209             | 32                    | 241                   |
| Educational TV | 239      | 3              | 14                | 256             | 7                     | 263                   |
| VHF            | 91       | 1              | 9                 | 101             | 1                     | 102                   |
| UHF            | 148      | 2              | 5                 | 155             | 6                     | 161                   |
| Total TV       | 958      | 4              | 17                | 982             | 45                    | 1,027                 |

\*Special temporary authorization

\*\*Includes off-air licenses

\$25,950; first-year operating cost \$6,000; revenue \$45,000. Format: easy listening. Principal: A-C Corp. owns KMOO(AM) Mineola (BPH-9965). Action Dec. 3.

■ Walla Walla, Wash., STL Inc.—Broadcast Bureau granted 97.1 mhz, 50 kw., HAAT 1,330 ft. P.O. address: Box 796, Walla Walla, Wash. 99362. Estimated construction cost \$71,517; first-year operating cost \$25,543; revenue \$64,440. Format: stereo-rock. Principals: Carl S. Tyler (33%) is former general manager of KSRV(AM) Ontario, Ore.; John A. Lienkaemper (33%) is partner in funeral home and Floyd M. Stevens (33%) is former sales executive with KSRV(AM) (BPH-9370). Action Dec. 6.

#### FM starts

■ \*KHHS Hillsboro, Kan.—Authorized program operation on 88.1 mhz, TPO 10 w. Action Dec. 2.

■ \*WUOL-FM Louisville, Ky.—Authorized program operation on 90.5 mhz, ERP 35 kw, HAAT 300 ft. Action Dec. 14.

■ KCOZ Shreveport, La.—Authorized program operation on 100.1 mhz, ERP 2 kw, HAAT 300 ft. Action Nov. 24.

■ WMDM-FM Lexington Park, Md.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 10.

■ WRCI Midland, Mich.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 9.

■ KDOM Windom, Minn.—Authorized program operation on 94.3 mhz, ERP 285 kw, HAAT 275 ft. Action Dec. 10.

■ KRCT Ozona, Tex.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 55 ft. Action Nov. 24.

■ KTAK Riverton, Wyo.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 280 ft. Action Dec. 7.

■ KERM Torrington, Wyo.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 13.

#### FM license

■ Broadcast Bureau granted following license covering new station: WHOW-FM Clinton Ill. (BLH-6898), Dec. 9.

## Ownership changes

#### Applications

■ WKLN(FM) Cullman, Ala. (92.1 mhz, 3 kw)—Seeks assignment of license from Kenneth E. Lawrence to Robert Conrad Haa for \$160,000. Seller has no other broadcast interests. Buyer: Mr. Haa is announcer, program director and salesman of Air Media-WKUL(AM) Cullman. Ann. Dec. 14.

■ KBIB(AM) Monette, Ark. (1560 khz, 250 w-D)—Seeks assignment of license from Craighead County Broadcasting Corp. to KBIB Radio Inc. for \$68,000. Seller has no other broadcast interests. Buyer is owned by Leon Buck (70.4%), Virginia S. Bingham and

Robert Karr (14.8% each). Mr. Buck owns WXTA(FM) Greencastle, Ind. (80%), WVTL(FM) Monticello, Ind. (66 2/3%), WSTL(AM) Eminence, Ky. (80%), and WVJL(FM) Monticello, Ill., and WFDT Columbia City, Ind. (50.4% each). Ms. Bingham owns WXTA (20%) and WVJL (10%). Mr. Karr owns 19.6% of WVJL. Ann. Dec. 14.

■ KAH(AM)-KAFI(FM) Auburn, Calif. (AM: 950 khz, 5 kw-D; FM: 101.1 mhz, 3.2 kw)—Seeks transfer of control of Auburn Broadcasting Corp. from Donald J. Inglett (100% before; none after) to Empire Broadcasting Corp. (none before; 100% after). Consideration: \$551,400. Principals: Seller has no other broadcast interests. Principals in buyer are Robert S. Kieve (12.5%), James M. Trayher Jr. (10.7%) and Bruce M. Cameron (10.1%). There are 29 other stockholders. Mr. Kieve owns (11%) of KLIV San Jose, Calif., and KARA Santa Clara, Calif. Mr. Trayher is shareholder (9%) of WCMF Rochester, N.Y. and is president of WNRS Saline, WIOB Ann Arbor, both Mich. Mr. Cameron is stockbroker. Ann. Dec. 14.

■ KFRC-FM San Francisco (106.1 mhz, 59 kw)—Seeks assignment of license from RKO General Inc. to KIOB Inc. for \$1,150,000 plus \$350,000 covenant not to compete. Seller, subsidiary of General Tire & Rubber Co., owns six other FM's, six AM's and four TV's. Buyer is wholly owned subsidiary of Century Broadcasting Co. which owns WLOO(FM) Chicago, WABX(FM) Crestwood, Mo. Principals in buyer are Howard Craftman, George A. Collias and Anthony C. Karlos. Ann. Dec. 14.

■ WLOD(AM) Pompano Beach, Fla. (980 khz, 1 kw-D)—Seeks transfer of control of Sunrise Broadcasting Co. (George T. Shupert [57.74%], Bernard Goodman [32.96%] and others) to Don J. Speiker (68%), William Heaton (12%), William Dunn and George T. Shupert Jr. (10% each) for \$670,293 plus \$15,000 covenant not to compete. Sellers have no other broadcast interests. Buyers are all employees of WLOD. Ann. Dec. 14.

■ WRMF-AM-FM Titusville, Fla. (AM: 1050 khz, 10 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from WRMF Inc. to Advance Communications for \$575,000 and noncompetition covenant. Seller is owned by R. M. Fairbanks who also owns WIBC(AM)-WNAP(FM) Indianapolis; KVIL-AM-FM Highland Park, Tex.; WKOX(AM)-WVBF(FM) Framingham, Mass. and WIBG(AM) Philadelphia. Buyer is owned equally by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector. Mr. Nugent is former general manager and vice president of Peoria (Ill.) Journal Star broadcast division. Mr. Franklin is one-third owner of WVOY(AM) Charlevoix, Mich. Mr. Rector owns 10% of WIHN(FM) Normal, Ill. Mr. Jenkins is executive-vice president of manufacturer of magnetic recording equipment. Ann. Dec. 14.

■ WQDE(AM) Albany, Ga. (1250 khz, 1 kw-D)—Seeks assignment of license from Southland Radio Inc. to Dave Mack Broadcasting Co. Inc. for \$300,000. Seller owns WYNR-AM-FM Brunswick, Ga. and WQDI(AM) Homestead, Fla. Buyer is owned by Davis B. McGriff and his wife, Virgie. Mr. McGriff is general manager of WQDE. Ann. Dec. 14.

■ WSAV(AM) Savannah, Ga. (630 khz, 5 kw)—Seeks assignment of license from WSAV Inc. to Beasley Broadcast Group of Savannah Inc. for \$575,000. Seller also has sold WSAV-TV for \$5,250,000

# #1

## Jackson Tennessee

# wdxi

## 1310 RADIO

### Betty Mastick

Station Manager

Represented by  
PRO/Meeker and  
Southern Spot Sales  
(Southeast)

Community Service Broadcasting, Inc.  
Radio Park  
Jackson Tennessee 38301  
901/427-9611

Mediastat, Spring '76 Madison  
County Shares 6a-12mid persons  
12+, AUDIENCE ESTIMATES

## RANDOM HOUSE,

you flatterer you.

You put our **TVP®** trademark  
in your new Collegiate Dictionary.  
We're proud to be in such  
distinguished company.

Only a decade ago, we introduced the idea of extending meats with structured soy protein. Now **TVP®** is almost synonymous with textured vegetable protein.

Almost too synonymous. We'd like to remind everyone that while there are many textured vegetable proteins, there is only one **TVP®** brand. Please don't use our trademark as a generic term or an abbreviation.



**ADM**  
ARCHER DANIELS MIDLAND COMPANY  
Decatur, Illinois 62525

(BROADCASTING, Oct. 4). Its principals are Harben Daniel, W. K. Jenkins estate and Arthur Lucas estate. Buyer is owned by George C. Beasley, who also owns WFMC(AM)—WOKN(FM) Goldsboro, N.C.; WMOO(AM)—WBLX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga.; WDMT(FM) Cleveland; WJNC(AM)—WRMC(FM) Jacksonville, N.C.; WHNC(AM)—WXNC(FM) Henderson, N.C., and WKGX(AM) Lenoir, N.C., which Mr. Beasley is selling (see below). Ann. Dec. 14.

■ **WSFT(AM)** Thomaston, Ga. (1220 khz, 250 w-D)—Seeks assignment of license from Thomaston Broadcasting Co. to Upson Broadcasting Co. Inc. for \$77,900. Sellers have no other broadcast interests. Buyer is owned equally by William H. Heule and Claude D. Thames. Both are employees of Thomaston. Ann. Dec. 14.

■ **WIL-TV** Terre Haute, Ind.—Seeks assignment of license from Alpha Broadcastin Corp. to KXEL Broadcasting Co. Inc. for \$613,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel (100%), who also owns KXEL-AM-FM Waterloo, Iowa; WLBJ-AM-FM Bowling Green, Ky.; WWOD-AM-FM Lynchburg, Va.; WABG-AM-TV Greenwood, Miss.; WCCB(TV) Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WDOD-AM-FM Chattanooga; and WKIN(AM) Kingsport and WBBJ-TV Jackson, both Tennessee. Ann. Dec. 13.

■ **WAYV(FM)** Atlantic City, N.J. (95.1 mhz, 10 kw)—Seeks transfer of control of Radio WAYV Inc. from Ernest Tannen (20% before; none after) to Leon Gerber (40% before; 60% after). Consideration: assumption of \$26,500 in obligations. Principals: Mr. Tannen owns WEEZ(AM) Chester and WHEX(AM) Columbia, both Pennsylvania. Buyer is Washington physician with real estate interests. He has no other broadcast interests. The remaining 40% of stock is held by Dr. Seymour Dubroff, Silver Springs, Md. Ann. Dec. 16.

■ **WKOP(AM)** Binghamton, N.Y. (1360 khz, 5 kw-D)—Seeks assignment of license from Andrew Jarema, receiver to Southern Tier Broadcasters Ltd. for \$110,000. Seller is Binghamton Broadcasters Inc., in receivership. Company has no other broadcast interests. Principals in buyer are Clark G. Cook (82.69%) and Raymond L. Ross (15%). Mr. Cook is vice president of Pioneer Cablevision Inc., Greenwich, Conn., and Mr. Ross is announcer with WENY-AM-TV-WMRV(FM) Elmira, N.Y. Ann. Dec. 14.

■ **WKGX(AM)** Lenoir, N.C. (1080 khz, 1 kw-D)—Seeks transfer of control of Furniture City Broadcasters Inc. from George C. Beasley (67.5% before; none after) to R. L. Bush Jr. and Bush Inc. (32.35% before; 100% after). Consideration: \$136,000. Mr. Beasley has contracted to purchase WSAV(AM) Savannah, Ga. (see) and is disposing of his interests in WKGX to conform to ownership rules. Mr. Bush owns Lenoir car dealership (Bush Inc.) and furniture manufacturing company. Mr. Bush owns 10% of WFAI Fayetteville, N.C. and WMOO(AM)—WBLX(FM) Mobile, Ala. He will own 99.6% of Furniture City and Bush Inc. will hold the balance. Other principals in Bush Inc. include Jenne N. Bush and Thomas E. Bush, buyer's wife and brother. Ann. Dec. 14.

■ **WSTH(AM)** Taylorsville, N.C. (860 khz, 250 w-D)—Seeks transfer of control of Alexander Broadcasting Co. Inc. from Scott Stamey et al. (100% before; none after) to Clifford J. Bond Jr. et al. (none before; 100% after). Consideration: \$83,000 plus \$12,000 covenant not to compete. Principals: Seller is owned equally by Mr. Stamey, Ralph E. Herman, Clay Elledge, Plato E. Carson, C. K. Sherrill, and E. A. Adams, none of whom have other broadcast interests. Other buyers are Clifford J. Bond III, Mary G. Bond and F. George Bond (25% each). Mr. Bond Jr. and his sister are employed by the Department of Interior, and he owns aircraft rental and leasing firm. Mr. Bond III is communications law attorney and owns Broadcast Specialists Inc., consulting firm. F. George Bond is technical director of WSGC(AM)—WWRK-FM Elberton, Ga. Ann. Dec. 16.

■ **WKTQ(AM)**—WSHH(FM) Pittsburgh (AM: 1320 khz, 5 kw-U; FM: 99.7 mhz, 10.5 kw)—Seeks assignment of license from Heftel Broadcasting-Pittsburgh Inc. to Nationwide Communications Inc. for \$3.6 million. Seller is Cecil Heftel who, with his wife Joyce, also owns or has interests in KGMB(AM) Honolulu; KGMD-TV Hilo, KGMV-TV Maui, both Hawaii; WHYI(AM) Fort Lauderdale, Fla.; KEZK(AM) St. Louis, and KOZN(AM) San Diego. Mr. Heftel, re-

## Call letters

### Applications

| Call                 | Sought by                                                             |
|----------------------|-----------------------------------------------------------------------|
| <b>New TV</b>        |                                                                       |
| *WERF-TV             | State of Wisconsin Educational Communications Board, Park Falls, Wis. |
| <b>New FM's</b>      |                                                                       |
| KUBB                 | Mariposa Broadcasting Inc., Mariposa, Calif.                          |
| *WMTB-FM             | Mount Saint Mary's College, Emmitsburg, Md.                           |
| WAID                 | Bie-Scanlon Broadcasting Co., Clarksdale, Miss.                       |
| KTRX                 | Ashdown Broadcasters Inc., Tarkio, Mo.                                |
| KNDR                 | Central Dakota Enterprises Inc., Mandan, N.D.                         |
| *WWSU                | Wright State University, Dayton, Ohio                                 |
| WPNM                 | Triplett Broadcasting Co., Ottawa, Ohio                               |
| *KUHS                | Duchesne County School District, Roosevelt, Utah                      |
| *WVPA-FM             | Vermont Public Radio, Windsor, Vt.                                    |
| <b>Existing TV</b>   |                                                                       |
| WIFR-TV              | WCEE-TV Freeport, Ill.                                                |
| <b>Existing AM's</b> |                                                                       |
| WKZN                 | WZBN Zion, Ill.                                                       |
| WNSR                 | WLYN Lynn, Mass.                                                      |
| <b>Existing FM's</b> |                                                                       |
| KDON-FM              | KBEZ Salinas, Calif.                                                  |
| KQOP                 | KFRC-FM San Francisco                                                 |
| KYUU                 | KNAI-FM San Francisco                                                 |
| KYFR                 | KKNF Shenandoah, Iowa                                                 |
| WMGO                 | WQMR New Brunswick, N.J.                                              |
| WYNY                 | WNWS-FM New York                                                      |
| WTMX                 | WKBI-FM Ridgway, Pa.                                                  |
| KYYX                 | KYAC-FM Seattle                                                       |
| WWJR                 | WHBL-FM Sheboygan, Wis.                                               |

### Grants

| Call                 | Assigned to                                               |
|----------------------|-----------------------------------------------------------|
| <b>New AM</b>        |                                                           |
| WGRL                 | Bert R. Peterson, Lancaster, Wis.                         |
| <b>New FM's</b>      |                                                           |
| KCAC                 | Lawrence County Broadcasting Inc., Walnut Ridge, Ark.     |
| KGLS                 | Colorado West Broadcasting, Inc., Glenwood Springs, Colo. |
| KEMB                 | Palo Alto Broadcasting Co., Emmetsburg, Iowa              |
| KSNF                 | Jerry T. Venable and Ernest McRae, Oberlin, Kan.          |
| *WMOS                | Bath Board of Education, Bath, Me.                        |
| WMGX                 | Sunshine Broadcasting Inc., Portland, Me.                 |
| *KSJU                | St. John's University Collegeville, Minn.                 |
| *KRSH                | Ritenour Consolidated School District, Overland, Mo.      |
| WGTV                 | Omni Broadcasting, Germantown, Tenn.                      |
| KCOT                 | KPET Radio Inc., Lamesa, Tex.                             |
| KBLW-FM              | People's Broadcasting Co. Inc., Logan, Utah               |
| KERM                 | Kermit G. Kath, Torrington, Wyo.                          |
| WKCIN                | Harvit Broadcasting Corp., Williamson, W. Va.             |
| <b>Existing AM's</b> |                                                           |
| KCNW                 | KUDL Fairway, Kan.                                        |
| WDJO                 | WDAL Meridian, Miss.                                      |
| WCLY                 | WHEX Columbia, Pa.                                        |
| WAEN                 | WHPA Honesdale, Pa.                                       |
| <b>Existing FM's</b> |                                                           |
| WRES                 | WTUB Troy, Ala.                                           |
| KACB                 | KAGB-FM Inglewood, Calif.                                 |
| KIFM                 | KDIG San Diego                                            |
| KINX                 | KRYT-FM Colorado Springs                                  |
| WMET                 | WDHF Chicago                                              |
| WKZN-FM              | WKZN Zion, Ill.                                           |
| KUDL                 | KUDL-FM Kansas City, Kan.                                 |
| KULL                 | KFLA-FM Scott City, Kan.                                  |
| WIGY                 | WJTO-FM Bath, Me.                                         |
| WBKZ                 | WISZ-FM Glen Burnie, Md.                                  |
| KRCH                 | KWEB-FM Rochester, Minn.                                  |
| WDAL                 | WDAL-FM Meridian, Miss.                                   |
| WLUF                 | WIGS-FM Gouverneur, N.Y.                                  |
| KFJZ-FM              | KWXI Fort Worth                                           |

cently elected to Congress, is disposing of broadcast properties. Buyer, wholly owned subsidiary of Nationwide Mutual Insurance Co., also owns WNCI(AM) Columbus-Worthington, Ohio; WGAR(AM)—WKSW(FM) Cleveland; WATE-TV Knoxville, Tenn.; WXEX-TV Petersburg, Va.; WLEE(AM) Richmond, Va.; WPOC(FM) Baltimore, and WBAY-TV Green Bay, Wis. Ann. Dec. 16.

■ **WMUU-AM-FM** Greenville, S.C. (AM: 1260 khz, 5 kw-D FM: 94.5 mhz, 100kw)—Seeks transfer of control of WMUU Inc. from Bob Jones University Press Inc. (100% before; none after) to Gospel Fellowship Assoc. Inc. (none before; 100% after). Consideration: \$700,000. Both seller and buyer are non-profit religious organizations. Three principals in seller are also principals in buyer. Dr. Bob Jones, Dr. Bob Jones III and Mr. Roy Barton. None has any other broadcast interests. Ann. Dec. 14.

■ **WTRB(AM)** Ripley, Tenn. (1570 khz, 1 kw-D)—Seeks assignment of license from Smith J. Dunn to Ruth H. Dunn. Assignment is to Mr. Dunn's wife. They have no other broadcast interests. Ann. Dec. 14.

■ **WCWC-AM-FM** Ripon, Wis. (AM: 1600 khz, 5 kw-U; FM: 95.9 mhz, 3 kw)—Seeks assignment of license from Greycote Inc. to DeNovoCom Inc. for \$325,000 and \$100,000 covenant not to compete. Seller is owned by Ralph D. Bice who has no other broadcast interests. Buyer is owned equally by Walter and Paula Richey. Mr. Richey is 48% owner of KPOI-AM-FM Honolulu. Mrs. Richey is attorney. Ann. Dec. 14.

### Actions

■ **WVPC-FM** Monmouth, Ill. (97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Richard P. Lamoureux to Midwest Radio Group for \$125,000. Seller has no other broadcast interests. Principals in buyer are Kendall M. Light (60%) and four other equal owners. Mr. Light owns one-third of KCIJ(AM) Washington, Iowa. Stockholders also have CP for new FM station in Clarinda, Iowa (BALH-2301). Action Dec. 6.

■ **KWRL(AM)** Sparks, Nev. (1270 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Transiera Media to Oceanic Investment Corp. for \$250,000. Principals: Principal in seller is Cy Newman, who has sold, subject to FCC approval, KVOV(AM) Henderson, Nev., to his son, Joseph F. Newman, and one other stockholder. Mr. Newman and son are seeking new FM in Henderson. Buyer is owned by Gilbert M. Fedderbush (30%), Michael J. Schweinsburg (25%), Margaret Rogers (25%) and Robert Masson (20%). Buyers are engaged in real estate, hotel and other businesses primarily in Los Angeles, and have no other broadcast interests (BAL-8795, BALRE-3110). Action Dec. 9.

■ **WSML(AM)** Graham, N.C.—Broadcast Bureau granted assignment of license from Smiles of Graham Inc. to Acme Communications for \$325,000. Principals in seller are Norman J. Suttles, Young A. Pully, Derwood H. Goodwin, and John T. Minges (who have no other broadcast interests) and James C. Davis and Norman Young. Mr. Davis is principal in WRNC(AM) Raleigh, N.C., and WLPN(AM)—WFOG(FM) Suffolk, Va. Mr. Young is principal in buyer. Others in buyer are Aubrey W. Aycock and W. Glenn Thompson. Mr. Aycock is present WSML general manager, Mr. Young is station manager and Mr. Thompson is air personality and account executive there (BAL-8850, BALRE-3119). Action Dec. 6.

## Facilities changes

### TV action

■ **WPBT** Miami—Broadcast Bureau granted mod. of CP to change ERP 100 kw (max.); ant. height 920 ft. change trans. location to 695 N.W. 199th St., Miami; change type trans; change type ant.; conditions (BMPET-879). Action Dec. 9.

### AM actions

■ **WMJK** Kissimmee, Fla.—Broadcast Bureau granted mod. of license covering changes in studio location to 3150 North Poinciana, 4.3 miles S.W. of Kissimmee, (outside corporate city limits.); operate trans. by remote control from studio location (BML-2611). Action Dec. 7.

■ **WKCM(AM)** Hawesville, Ky.—Commission granted authorization to identify as Hawesville-Lewisport, Ky. Action Dec. 14.

■ **WDEW** Westfield, Mass.—Broadcast Bureau



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granted mod. of license covering increase in daytime power to 2.5 kw; change type trans.; remote control permitted (BMP-14, 103). Action Dec. 3.

■ **KRUN(AM)** Ballinger, Tex.—Broadcast Bureau granted CP to increase ant. height and change type trans.; conditions (BP-20, 684). Action Dec. 7.

#### AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KGFV Pierre, S.D. (BP-20209), Dec. 3; KMOO Mineola, Tex. (BP-20115), Nov. 24; WAVA Arlington, Va. (BP-20053), Dec. 7; WEQO Whitley City, Ky. (BP-20028), Dec. 7; WEUP Huntsville, Ala. (BP-18295), Dec. 1; WWWE Cleveland (BP-20661), Dec. 2; KADO Texarkana, Tex. (BP-20, 063), Dec. 8; KEXS Excelsior Springs, Mo. (BP-20293), Dec. 15; KSLY San Luis Obispo, Calif. (BP-20314), Dec. 9; KJET Beaumont, Tex. (BP-20054), Dec. 9; WBQN Barceloneta, P.R. (BP-18981), Dec. 14; WYSE Inverness, Fla. (BP-20045), Dec. 14; WFNC Fayette, N.C. (BP-20007), Dec. 15.

#### FM applications

■ \*WVPV-FM Colchester, Vt.—Seeks CP to change trans. location to Science Hall, College Parkway, Colchester; operate by remote control; install new ant.; change trans.; make changes in ant. system: increase height; change TPO; ERP 10 kw, HAAT 99 feet. Ann. Dec. 17.

#### FM actions

■ **KCMT-FM** Alexandria, Minn.—Broadcast Bureau granted CP to install new ant.; change TPO and ant. height; ERP 100 kw (H&V); ant. height 800 ft. (H&V); remote control permitted (BPH-10311). Action Dec. 13.

■ **KDOM-FM** Windom, Minn.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); change ant. height; ERP 2.85 kw (H&V); ant. height 275 ft. (H&V); remote control permitted (BMPH-14985). Action Dec. 9.

■ **WQTI** Dunn, N.C.—Broadcast Bureau granted CP to change trans. location to on Old US 301, 1.6 mile N.E. of Godwin, N.C.; make changes in ant. height; ant. height 300 ft. (H&V); ERP 3 kw (H&V); remote control permitted (BPH-10277). Action Dec. 8.

■ **WEZX** Scranton, Pa.—Broadcast Bureau granted CP to install new trans.; add circular polarization to ant.; make changes in ant. system; increase height; change TPO; ERP 105 w (H&V); ant. height 1270 ft. (H&V); remote control permitted (BPH-10270) Action Dec. 6.

■ **KKDA-FM** Dallas—Broadcast Bureau granted mod. of CP to change studio location to 1513 Mayfield Rd., Grand Prairie, Tex.; operate by remote control from proposed studio location; change trans.; change ant.; change TPO; ant. height 680 ft. (H&V); ERP 100 kw (H&V); remote control permitted; conditions (BMPH-14963). Action Dec. 3.

■ \*WRFW River Falls, Wis.—Broadcast Bureau granted CP to change trans. location to 1.8 miles North North West of River Falls; install new trans.; make changes in ant. system (decrease height); change TPO; ERP 3 kw (H&V); ant. height 82 ft. (H&V); remote control permitted (BPED-2250). Action Dec. 6.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KRXL Kirksville, Mo. (BPH-10205), Nov. 29; WQXM Clearwater, Fla. (BPH-9892), Nov. 24; WALD-FM Walterboro, S.C. (BPH-9721), Dec. 1; WKTC Tarboro, N.C. (BPH-9736), Dec. 7; WONO Syracuse, N.Y. (BPH-9372), Dec. 7; WXID Mayfield, Ky. (BPH-10229), Dec. 1; \*KUSC Los Angeles (BPED-2081), Nov. 29; \*WEEM Pendleton, Ind. (BPED-2247), Dec. 1; KPQX Havre, Mont. (BPH-9706), Dec. 15; \*KVHS Concord, Calif. (BPED-2105), Dec. 14.

### In contest

#### Designated for hearing

■ **WTWV(TV)** Tupelo, Miss., **renewal proceed-** ing: WTWV Inc. (Doc. 21021).

#### Case assignments

■ **Tuscaloosa, Ala., FM proceeding:** Tri-Cities Broadcasting Co. and Radio South Inc., competing for 92.7 mhz (Docs. 21003-4)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney presiding judge and scheduled hearing for March 9. Action Dec. 16.

■ **Jensen Beach, Fla., FM proceeding:** Robert A. Jones, Raymond A. Kassis and Paul J. Lewis (Florida Gospel Network), Jensen Beach Broadcasting Co. Inc. Robert L. Lord and Marshall W. Rowland (Lord & Rowland Radio) and HLG Inc., competing for 107 mhz (Docs. 20996-9)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled hearing for March 8. Action Dec. 16.

■ **Baltimore, J.B. Broadcasting of Baltimore Ltd. (WEBB), AM proceeding:** (Doc. 21012)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Lenore G. Ehrig as presiding judge and scheduled hearing for March 14. Action Dec. 20.

■ **Chillicothe, Ohio, FM proceeding:** Court House Broadcasting Co. and Frederick F. and Sally S. Stannard, competing for 94.3 mhz (Docs. 21013-4)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Frederick W. Denniston as presiding judge and scheduled hearing for March 15. Action Dec. 20.

#### Procedural rulings

■ **Lares, P.R., AM proceeding:** Radio Lares and Lares Broadcasters (Docs. 20968-9)—ALJ Thomas B. Fitzpatrick scheduled hearing for Feb. 22. Action Dec. 15.

■ **Dallas, AM-FM proceeding:** Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20945-8)—ALJ Thomas B. Fitzpatrick. Rescheduled hearing for April 5 in Dallas. Action Dec. 10.

#### Initial decision

■ **Suffolk, Va., FM proceeding:** Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. granted application of Tidewater. Ann. Dec. 16.

### Allocations

#### Petitions

■ **Committee to Eliminate the UHF Handicap on Public Television in Los Angeles, Public Communication Inc. and Advocates for the Arts, Los Angeles—** Seek to reserve VHF ch. for noncommercial station and reassign VHF ch. to noncommercial station in Los Angeles. (RM-2806).

■ **Gold Coast Broadcasting Corp., Bonita Springs, Fla.—** Seeks FM ch. 241 at Bonita Springs, 272A at Jensen Beach, Fla., 296A at Jupiter, Fla. and 243 at Miami Beach, Fla. (RM-2803). Ann. Dec. 14.

■ **Robert H. Ruark, Las Vegas—** Seeks FM ch. 288A for Boulder City, Nev. (RM-2804). Ann. Dec. 14.

■ **Cable FM Six, Canadian, Tex.—** Seeks FM ch. 276A for Canadian, Tex. (RM-2805).

#### Actions

■ **Chickasaw, Ala.—** Broadcast Bureau granted FM ch. 252A at request of Phillips Radio Inc. as community's first FM assignment. Action Dec. 16.

■ **San Manuel, Ariz.—** Broadcast Bureau substituted FM ch. 288A for ch. 269A. Assignment is unoccupied and unapplied for. Effective January 27. Action Dec. 14.

■ **Mechanicsville, Va.—** Broadcast Bureau proposed assignment of FM ch. 244A at request of Crusade for Christ Inc. Comments are due Jan. 31, replies Feb. 22. Action Dec. 16.

### Translators

#### Actions

■ **KO70M Ambler, KO70P Emmonak, KO70N Gambell, KO70O Larsen Bay, all Alaska—** Broadcast Bureau granted CPs for new VHF translator stations rebroadcasting KTVA, KENI-TV, KIMO, KAKM all Anchorage; conditions (BPTTV-5662, BPTTV-5661, BPTTV-5670, BPTTV-5658). Action Nov. 18.

■ **KO9NJ Holy Cross, KO9NI Mekoryuk, KP9NG Noatak, KO9NH, Shungnak, all Alaska—** Broadcast Bureau granted CPs for new VHF translator stations rebroadcasting KTVA, KENI-TV, KIMO, KAKM all Anchorage; conditions (BPTTV-5669, BPTTV-5665, BPTTV-5663, BPTTV-5659). Action Nov. 18.

■ **K10KH, Shageluk, K10KG Tenakee Springs, both Alaska—** Broadcast Bureau granted CPs for VHF translator stations rebroadcasting KTVA, KENI-TV, KIMO, KAKM all Anchorage; conditions (BTTV-5660, BTTV-5664). Action Nov. 18.

■ **KO2IJ Somerset, Colo.—** Broadcast Bureau granted CP for new VHF translator station rebroadcasting KOAA-TV Pueblo, Colo. (BPTTV-5653). Action Nov. 18.

■ **K11NS Natoma, Kan.—** Broadcast Bureau granted CP for new VHF translator station rebroadcasting KLNE-TV Lexington, Neb. (BPTTV-5672). Action Nov. 18.

■ **K130M Natoma, Kan.—** Broadcast Bureau granted CP for new VHF translator station rebroadcasting KSNB-TV Superior, Neb. (BPTTV-5673). Action Nov. 18.

### Cable

#### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 7. (Stations listed are TV signals proposed for carriage):

■ **Henderson Community Antenna Television Inc.,** for Henderson and (unincorporated areas surrounding city of Henderson) Vance county, both N.C. (CAC-07239-40): WTTG Washington.

■ **Platte County Communications Company, Route 27, Kansas City, Mo., 64152, for Weatherby Lake, Mo. (CAC-07586):** KBMA-TV, KMBC-TV, WDAF-TV, KCMO-TV, KCPT Kansas City, Mo.; KQTV St. Joseph, Mo.; KTWU Topeka, Kan.; KDNL-TV, KPLR-TV St. Louis.

■ **Cablecom-General of Kirksville Inc., for Kirksville,**

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Mo. (CAC-07587): Requests certification of existing operations.

■ Full V. U. Television, for Vincennes and Washington, Ind. (CAC-07588-9): Requests certification of existing operations.

■ Newport Cable TV Inc., 28 E. Main St., Plymouth, Pa., 18651; for Newport township, Pa. (CAC-07590): WBRE-TV Wilkes-Barre, Pa. WDAU-TV, WNEP-TV, WIVA-TV Scranton, Pa.; WPIX, WOR-TV New York; WPHL-TV Philadelphia.

■ Televents of Camarillo, 620 Contra Costa Blvd., Pleasant Hill, Calif. 94523, for (unincorporated areas of Ventura county, Calif. (CAC-07591): KEYT Santa Barbara, Calif.; KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOR, KCET, KMEX-TV, KLCVS, KVST-TV, KHOF-TV San Bernardino, Calif.; KCOU-TV, KWHY-TV Santa Maria, Calif.; KLXA-TV Fontana, Calif.; KBSA Guasti, Calif.; KBSC-TV Corona, Calif.

■ Shawnee TV Cable, for Plymouth township, and Hunlock Creek, Pa. (CAC-07592-3): WPIX, WOR-TV New York; WPHL-TV Philadelphia.

■ Suburban Cablevision, for Orange, N.J. (CAC-07594): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV New York; WNET, WBTB-TV Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAF-TV Philadelphia; WLIW Garden City, N.Y.

■ Sammons Communications Inc., for Streater, Otter Creek, Bruce, all Ill. and Magnolia, Miss. (CAC-07595-8): Requests certification of existing operations.

■ CATV Service Co. Inc., for New Hope, Pa. and Lambertville, N.J. (CAC-07599-600): Request certification of existing operations.

■ Hurley Cable TV Inc., for Hurley, Bayard, Central, (unincorporated areas of) Grant county, all New Mexico (CAC-07601-4): KIOKF Silver City, N.M.

■ CATV Service Company, for Hackettstown, Washington, Mt. Olive, Mansfield, all New Jersey (CAC-07605-8): Requests certification of existing operations.

■ Multi-Channel T.V. Cable Company, for Shelby and (unincorporated suburbs of) Plymouth township, Jackson township, and Sharon township, all Ohio (CAC-07609-12): WTCG Atlanta.

■ Multi-Channel T.V. Cable Company of Mansfield, for Mansfield and (unincorporated suburbs of) Madison township and Washington township, all Ohio (CAC-07613-5): WTCG Atlanta.

■ Multi-Channel T.V. Cable Co. of Mansfield, for (unincorporated suburbs of) Troy township, Muffin township and Franklin township and Ontario, and Lexington, all Ohio (CAC-07616-20): WTCG Atlanta.

■ Multi-Channel T.V. Cable Company, for Bucyrus and (unincorporated suburbs of) Bucyrus township, Holmes township, Liberty township, Wheelstone township, all Ohio (CAC-07621-5): WTCG Atlanta.

■ Vision Cable Television Company, Two Horizon Rd., Fort Lee, N.J. 07024, for borough of Ridgefield, N.J. (CAC-07626): WNBC, WABC, WNEW, WOR, WPIX, WNYE, WNYC New York; WXTV Paterson, N.J.; WNJU, WBTB, WNET Newark, N.J.; WPHL, WTAF Philadelphia; WLIW Garden City, N.Y.; WNJM Montclair, N.J.; WEDW Bridgeport, Conn.

■ Micro-Cable Communications Corp., for Oakland, N.J. (CAC-07627): Requests certification of existing operations.

■ Teleprompter of Lakeland Inc., for Lakeland and (unincorporated area contiguous to Lakeland) Polk county, both Florida (CAC-07628-9): Requests certification of existing operations.

■ Lynchburg Cablevision Inc., for Lynchburg, Va. (CAC-07630): WCVF-TV and WCVW Richmond, Va.

■ Ultracom of Sweetwater Inc., for Sweetwater, Tenn. (CAC-07631): WCPT Crossville, Tenn. and WTCG Atlanta.

■ Chaparral Cable TV Company, P.O. Box 1057, Benson, Ariz. 85602, for (unincorporated city of) Tombstone, Ariz. (CAC-07632): KVOA-TV KUAT-TV, KGUN-TV, KOLD-TV Tucson, Arizona; KZAZ Nogales, Arizona; KTVK, KOOL, KPHO-TV Phoenix; KTAR-TV Mesa, Arizona.

■ Multivision Northwest Inc., for Dalton, Ga. (CAC-07633): WHAE-TV, WATL-TV, WETV Atlanta; WGTV Athens, Ga.; and WTCI Chattanooga.

■ Storer Cable Communications Inc., for Nashville; Adel, Sparks, all Ga. (CAC-07634-7): WECA

Tallahassee, Fla.

■ Satellite Systems Corp., for Little Rock AFB, Ark. (CAC-07637): delete KPRL, St. Louis; add WTCG Atlanta and KBMA-TV Kansas City, Mo.

■ Sullivan Cable Systems Inc., for DuQuoin, Ill. (CAC-07638): WGN-TV Chicago.

■ Sullivan Cable TV, for Mount Vernon, Ill. (CAC-07639): WGN-TV, WSNS-TV Chicago; WTTV Bloomington, Ind.; WTCG Atlanta.

■ El Dorado Cablevision, for El Dorado, Ark. (CAC-07640): WTCG Atlanta; delete KDTV Dallas.

■ Sullivan Cablevision, for Centralia, Ill. (CAC-07641): WGN-TV, WSNS-TV Chicago; WTTV Bloomington, Ind.; WTCG Atlanta.

■ Sullivan Cablevision Inc., for village of Central City and city of Wamac, both Ill. (CAC-07642-3): WGN-TV, WSNS-TV Chicago; WTTV Bloomington, Ind.; WTCG Atlanta.

■ Minnesota CATV, for Minnesota, Minn. (CAC-07644): Requests certification of existing operations.

■ Northeastern Minnesota Cable TV Inc., for Duluth, Minn. and Superior, Wis. (CAC-07645-6): WTCG Atlanta and delete WGN-TV Chicago.

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 14. (Stations listed are TV signals proposed for carriage):

■ Flat River Cable Services, for Greenville, Mich. (CAC-07308): WNEM Bay City, Mich.; WUHQ Battle Creek, Mich. and WWTW Cadillac, Mich.

■ Camp Cable Television, 1977 Kaohu St., Wailuku, Hawaii 96793, for Hana, Kihei, Wailuku, Kahului, Makawao, Pukalani, all Hawaii (CAC-07647-52): KGMB-TV, KHON-TV, KITV, KIKU-TV, KHET all Honolulu.

■ General Electric Cablevision Corp., for Walnut Creek, Contra Costa county, Vacaville, all Calif. (CAC-07643-5): KVOF-TV, KEMO-TV San Francisco; and for Vacaville KGSC-TV San Jose, Calif. and delete KEMO-TV San Francisco.

■ OkeAirCo Inc., for Okeechobee and Okeechobee county, Fla. (CAC-07656-7): WKID Fort Lauderdale, Fla.

■ Micro-Cable Communications Corp., P.O. Box 330, Oakland, N.J. 07436, for Teaneck township, N.J. (CAC-07658): WCB, WNBC, WNEW, WABC, WNYE, WOR-TV, WNYC, WPIX New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J. WPHL-TV, WTAF-TV Philadelphia; WNJU Linden, N.J. WNJM Montclair, N.J.

■ United States Cablevision Corp., 1900 The Exchange, Atlanta 30339, for Douglasville, Ga. (CAC-07659): WSB-TV, WAGA-TV, WXIA, WTCG, WETV, WHAE-TV, WATL-TV Atlanta; WRET-TV Charlotte, N.C.; WRIP-TV Chattanooga; WJSP-TV Columbus, Ga.; WCIQ Mt. Cheha State Park, Ala.; WCLP-TV Chatsworth, Ga.; WGTV Athens, Ga.

■ Northside Cablevision, Inc., P.O. Box 405 Lakeland, Fla. 33802, for (unincorporated areas of) Polk county, Fla. (CAC-07660): WUSF-TV, WEDU, WFLA-TV, WTVT Tampa, Fla.; WTOG St. Petersburg, Fla.; WLCY-TV Largo, Fla.; WTCG Atlanta; WLTW Miami; WSWB-TV, WMFE-TV, WDBO-TV, WFTV Orlando, Fla.

■ Wasatch Community TV Inc., 2930 E. Third Ave., Denver 80226, for Kaysville, N. Salt Lake, Bountiful, Sunset City, Clearfield City, (unincorporated areas of) Davis county, Layton, all Utah (CAC-07661): KUTV, KTVX, KSL-TV, KUED Salt Lake City; KBYU-TV Provo, Utah; KTXL Sacramento, Calif.; KWGN-TV Denver; KTVU, Oakland, Calif.

■ Storer Cable TV Inc., for (unincorporated area of) Sonoma county, Calif. (CAC-07668): KVOF-TV San Francisco.

■ Vision Cable of South Carolina Inc., for Darlington, and Marion, both South Carolina (CAC-07669-70): WTCG Atlanta.

■ Hoosier Telecable, for Grissom AFB, Ind. (CAC-07671): Requests certification of existing operations.

■ Statesboro CATV Inc., for Statesboro, Calif. (CAC-07672): WTCG Atlanta.

■ South Dakota Cable Inc., for Hot Springs, S.D. (CAC-07673): KSTF Scottsbluff, Neb.

■ Sammons Communications Inc., for town of Homer and village of Homer, N.Y. (CAC-0764-5): Requests certification of existing operations.

■ Master Cable TV Systems, for Seattle (CAC-07676): Requests certification of existing operations.

■ Lawrenceburg Cable TV, Inc., for Lawrenceburg, Tenn. (CAC-07677): WZTV Nashville.

■ Pulaski Multiplex Channel Cable Systems Inc., for Pulaski and Fayetteville, Tenn. (CAC-07678-9): WZTV Nashville.

■ Sammons Communications Inc., for Logansport, Ind., village of East Hampton and town of East Hampton, both N.Y. and Eagle, Ill. (CAC-07680-3): Requests certification of existing operations.

■ Cable Systems Incorporated, 120 W. Merchant St., Audubon, N.J. 08106, for borough of Haddon Heights, N.J. (CAC-07684): KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV, WUHY-TV Philadelphia; WKBS-TV Burlington, N.J.; WNJS Camden, N.J.; WHYY-TV Wilmington, Del.; WOR-TV, WPIX New York.

■ Tower Communications Inc., for Coshocton, Ohio (CAC-07685): Requests certification of existing operations.

■ Suburban Cable TV Co., P.O. Box 221, Abington, Pa. 19001, for borough of Telford, Pa. (CAC-07686): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAF-TV Philadelphia; WHYY-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WOR-TV, WPIX New York; WVIA-TV Scranton, Pa.; WFMZ-TV Allentown, Pa.; WKBS-TV Burlington, N.J.

■ Hampton Roads Cablevision Co., for Newport News, Va. (CAC-07687): Requests certification of existing operations.

■ Blue Ridge Cable Television Inc., for Tunkhannock, Pa. (CAC-07688): Requests certification of existing operations.

■ Twin Valley TV Inc., for town of Sunapee and town of Newport, both N.H. (CAC-07689-90): Requests certification of existing operations.

■ Vision Cable of South Carolina Inc., for Florence, S.C. (CAC-07691): WTCG Atlanta.

■ Vision Cable Television Co., for Fort Lee and Edgewater both, N.J. (CAC-07692-3): WBTB Newark, N.J.; WLIW Garden City, N.Y.; WNYE New York; WEDW Bridgeport, Conn.

■ Webster All Channel Cablevision Inc., for Providence, Ky. (CAC-07694): WFIE-TV Evansville, Ind.

■ Dawson Springs T-V Cable Co., for Dawson Springs, Ky. (CAC-07695): WFIE-TV Evansville, Ind.

■ CSRA Cablevision Inc., for McDuffie county and Thomson, Ga. (CAC-07696-7): WHAE Atlanta.

■ Princeton Cablevision Co., for Princeton, Ky. (CAC-07698): WFIE-TV Evansville, Ind.

■ Full V.U. Television, for Bridgeport, Ill. (CAC-07699): Requests certification of existing operations.

■ Carrabassett Electronics, North Anson, Me. 04958, for Avon, Eustis, Kingfield, Norridgewock, Phillips, Anson, Embden, Solon, New Portland, all Maine (CAC-07700-8): WABI, WLBZ-TV, WVLI-TV Bangor, Me.; WMTW-TV Poland Springs, Me.; WCSH-TV, WGAN-TV Portland, Me.; WCBW Augusta, Me.; WHOM-TV Poland Springs, Me.

■ Queen City Communications Inc., Box 552, Clarksville, Tenn. 37040, for Clarksville, Tenn. (CAC-07709): WNGE, WSM-TV, WTVF, WZTV, WDCN-TV Nashville; WTCG Atlanta; WKMU Murray, Ky.; WPSD-TV Paducah, Ky.; WBKO Bowling Green, Ky.; WEHT Evansville, Ind.

■ Delta Cablevision Inc., for Lake Village, Ark. (CAC-07710): Requests certification of existing operations.

■ Robins Telecable, for Robins AFB, Ga. (CAC-07711): Requests certification of existing operations.

■ Marietta Cable TV, P.O. Box 785, Cartersville, Ga., for Cobb county, Ga. (CAC-7712): WSB, WAGA, WXIA, WTCG, WATL, WHAE, WETV Atlanta; WCIQ Mt. Cheha State Park, Ala.; WGTV Athens, Ga.; WCLP Chatsworth, Ga.; WRCB, WTVC, WDER, Chattanooga.

## Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Warner Cable of Malibu, for unincorporated areas of Ventura county, Calif. (CAC-04235); Pampa Cable TV, for McLean, Tex. (CAC-07333); Pioneer Cablevision Corp. for town of Maine and town of Owego, N.Y. (CAC-06784-5).



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Established broadcast and electronics equipment manufacturer** needs talented and experienced general manager for California location. Reply in confidence to Box Z-149, BROADCASTING.

**Western Massachusetts** station that just received power increase has exciting challenge within its chain for selling general manager. Good money and stock offered with no cash investment required. Write Mr. Roberts, radio station WARE, Ware, MA 01082.

**Attention management personnel**, major markets are calling if you have an outstanding track record as general manager, sales manager, program manager, news director or technical engineer. Positions are fee paid. Send your story to Key Personnel Employment Agency, 116 S. Main Street, South Main Towers, Wilkes-Barre, PA 18701.

### HELP WANTED SALES

**\$15,000 in 1977.** Sales manager within a year, for the right experienced, ambitious salesperson. Rated 5 kw black contemporary AM serving Mid-south market of half million. Great future with major 8 station group. EOE. Box A-37, BROADCASTING.

**Experienced account executive** position available with No. 1 ARB rated station. Established account list. Salary plus commission. Equal Opp. Em. KFMQ, Terminal Building, Lincoln, NE 68508.

**Booming market, expanding**, two immediate sales openings, contemporary-automated. Salary plus commissions. Dan Libeg, KSNN-AM-FM, Pocatello, ID.

**Outstanding account executive** needed to take over established list at the leading station in delightful California market near San Francisco. We require someone who has the drive, intelligence and persistence to succeed in the market and to fit in well with our aggressive, growing team. Rick Davenport, KZST, Box 2755, Santa Rosa, CA 95405.

**A new year** and a new opportunity selling the no. 1 station in central Ohio. An extremely profitable list now open for an experienced and creative A.E. Make our success story your success story in '77. Send resume immediately to Phil Hoover, G.S.M., WDFR Radio, 135 So. Prospect, Marion, OH.

**Openings for working** sales manager and several account executives for well-established beautiful music class B FM. Wide audience acceptance in eastern West Virginia, northern Virginia, central Maryland and southeastern Pennsylvania. Weekly guarantee plus commission. Car necessary, WESM, P.O. Box 767, Martinsburg, WV.

**If you are ready** for that first sales job. Let's talk. Growing, aggressive young group seeks motivated individual as an addition to our staff. Call Tom Manley at WKCY 703-434-1777. EOE.

**WQIQ Radio** in suburban Philadelphia needs 3 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

**Religious station** has immediate opening for an experienced sales person. Guarantee against 30% commission. Big active list. Call the Manager WQXL, Columbia, S.C., 803-779-7910.

**Somewhere there must** be an aggressive experienced radio salesperson. age/sex no consideration to join a sales team permanently and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894. Mr. Harris.

### HELP WANTED SALES CONTINUED

**Account executive positions** open at oldest AM in eastern West Virginia. Full-time with MOR, country, sports and general programming. Weekly guarantee plus commission. Car required. WEPM, P.O. Box 767, Martinsburg, WV.

**Established nationwide** media brokerage firm has opportunity for two additional associate brokers, one in the east and the other on the west coast. Applicant must have good character, a successful record of sales and/or management and be financially responsible. Chapman Associates, Verre Centre, 1835 Savoy Drive, Atlanta, GA 30341.

**Connecticut:** Can you fill the missing spot on our sales team? Self-motivated male or female with track record, who can deliver and build a base will receive excellent basic salary, plus commission. Company health plan included. Call Jeff Jacobs, 203-646-1230.

### HELP WANTED ANNOUNCERS

**No. 1 Midwest station** 200,000+ SMSA taking applications for possible opening. 3rd phone. EOE. Box Z-16, BROADCASTING.

**Needed fulltime personality** for MOR SW Florida coastal AM/FM. Group owned, excellent benefits. 5 years experience minimum. EEO Employer. Send resume to Box Z-99, BROADCASTING.

**Super heavy nighttime** cooker, with excellent production and promotionally oriented. Medium market midwest top 40 run by professionals. Join us! Box Z-110, BROADCASTING.

**Northeast 5000 watt** daytimer seeks lively, warm & experienced personality for MOR air shift and production. 3rd endorsed. Reply Box A-6, BROADCASTING.

**Announcer** with pleasant, authoritative delivery for middle-music Texas station. Box A-7, BROADCASTING.

**Announcer** with excellent voice needed by middle-music network station in Texas resort city. Do not send tape. Box A-13, BROADCASTING.

**Drive time personality.** Experienced, conversational, good ad-lib, strong commercials. Flexible easy listening format complements each individual's style. Very unusual station, unusual benefit plans. Great Lakes area. Send resume. Equal Opportunity Employer. Box A-25, BROADCASTING.

**Strong morning** personality needed for good country station. Must be able to communicate well with people. EOE. Rush resume to Box A-31, BROADCASTING.

**Northeast beautiful** music station looking for experienced announcer, a mature professional who has initiative but can take direction. An Equal Opportunity Employer. Send resume and references to Box A-36, BROADCASTING.

**Creative personality** for major market, MOR, upper midwest. Minimum five years experience with college background. Send resume only. EEO. Box A-40, BROADCASTING.

**Immediate openings** for mature and stable news personnel; morning personality; sports personnel; and production people! We're a 100,000 watt, 24 hour contemporary station located in a 350,000 primary market. Send tape, resume and references to: Mark Mathew, Program Manager, KGRC Radio, P.O. Box 1205, Quincy, IL 62301. Female applicants encouraged. EOE. (Five day week, plus corp. benefits).

**Beautiful Alaska-Number 1** rated AM & FM needs professional voice for news and production. 5-day 40 hr wk. Top benefits. Send tape and resume to Ken Flynn. KHAR/KKLV. 3900 Old Seward Hwy, Anchorage, AK 99503. E.O.E.

### HELP WANTED ANNOUNCERS CONTINUED

**Experienced country** air personality wanted for super promotion-oriented no. 1 5 kw full-time station in upper midwest. Excellent benefits. Send tape, resume and salary requirements to General Manager, KKAA Radio, P.O. Box 1770, Aberdeen, S.D. 57401. No phone calls please. An Equal Opportunity Employer.

**Small market** daytimer needs bright, young announcer. Great opportunity for advancement. Some experience necessary. Good production and knowledge of sports. Send tape and resume to KNAB, P.O. Box 516, c/o Richard Peterson, Burlington, CO 80807.

**Experienced announcer** and good copy writer. Must type. Permanent position. Beautiful California city near the Sierras. KONG AM & FM, Visalia. An equal opportunity employer.

**Expanding staff.** Need experienced production-newsperson. If you have a good resonant voice, like news and production, want to live in beautiful southern California with good opportunity for advancement, contact Lyle Richardson. KUDE/KJFM, Oceanside, CA 92054, 714-757-1320. Equal Opportunity Employer.

**Morning communicator.** Must be dependable, direct, and winning-team oriented. Excellent facility and opportunity. For announcer, strong on production and C&W format. EOE. KVOC, P.O. Box 2090, Casper, WY 82602.

**New England** station has full time position opening early in 1977. Female applications solicited. Equal Opportunity Employer. Send tape and resume to George Hale, WABI, Bangor, ME 04401.

**WBBQ, Augusta, Georgia**, has opening for witty experienced contemporary personality announcer, plus production. Voice-track automation experience helpful, but not required. Send non-returnable tapes and resumes to Harley Drew, Box 2066, 30903. EOE.

**Experienced morning** personality and salesperson. Small market. Kilowatt AM. Send resume, tape, WCJW, Warsaw, NY 14569.

**We're expanding** and looking for talented on-air personalities experienced in production. Send tapes & resumes to John Howard, WCUZ, 1 McKay Tower, Grand Rapids, MI 49503.

**Plains, Georgia**, group contemporary needs PD plus announcer. Good bread. Hustle plus production necessary. Immediate. Tape/resume. Joe Langworthy, WDEC, Americus, 31709.

**Ala, Miss, Fla. or Ga.** Experienced announcer-newsperson, CBS-ABC, nets, modern C&W. F.T. 5,000, plus contp. FM. If you take pride in your work apply now. Drifters, or pot heads or drunks need not apply. Send tape, and salary requirements to WKYD-WHQH, Box 8, Andalusia, AL EOE.

**Good, mature experienced** announcer for all night shift. AM is MOR and FM is automated beautiful music. Send tape and resume to Roger Fischer, WMRN, Marion, OH 43302. An equal opportunity employer.

**WPHM, Port Huron, Michigan** is taking applications for an experienced announcer-newsperson. EOE. Contact Bob Sherman with complete resume, P.O. Box 247, Port Huron, MI 48060.

**WTAC, Flint** needs combination program director and morning person with third class phone. Experienced, sales oriented, creative with thorough knowledge of top 40 format. Great opportunity to program leading station in market. Send resume and tapes to Bryce Cooke, Vice President & General Manager, WTAC Radio, P.O. Box 600, Flint, MI 48501. EOE.

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#### HELP WANTED ANNOUNCERS CONTINUED

**Good small market** MOR station seeks announcer to work morning show and talk-music show. Third ticket required and experience preferable. Send tape, resume and references to: Roy Kristoffersen, Box 211, Saranac Lake, NY 12983.

**Need bilingual** (Spanish/English) person to do many things in good Arizona station. Sharp rookie okay! Call Gordy Rider 602-865-2251.

**Connecticut's only** Black programmed radio station seeks a mature air personality. Tight board creativity, community involvement and heavy production a must. Send tape and resume to Ron Baskin, P.O. Box 1480, Windsor, CT 06095.

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#### HELP WANTED TECHNICAL

**Broadcast engineer.** Permanent position with a growing company. Dynamic facilities in the South. Should have experience with audio processing, high power FM and directional AM. Box Z-141, BROADCASTING.

**Chief engineer.** Excellent working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Immediate opening.** All around experienced chief engineer. Heavy in trouble shooting. AM and FM with stereo STL. New England area. Reply Box A-8, BROADCASTING.

**Chief engineer for AM/FM** stereo stations. Some board work. EOE. Contact Manager, KIRX/KRXL, Kirksville, MO 816-665-9828.

**Experienced chief engineer,** AM/automated FM. Salary commensurate with ability and experience. Good company benefits. Beautiful mountain community. KIUP/KRSJ, Box 641, Durango, CO 81301, 303-247-4464. Equal Opportunity Employer.

**Chief engineer,** North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

**Need chief engineer** immediately for AM directional and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call and send resume immediately to Jack Gennaro, general manager, WFHR/WWRW, 715-424-1300. Wisconsin Rapids, WI 54494.

**First ticket engineer** for 5,000 watt regional AM. EOE. Contact George Carroll, WPHM, P.O. Box 247, Port Huron, MI 48060.

**WRCP AM/FM,** Philadelphia, is looking for chief engineer experienced in audio and DA's. Group ownership. EOE. Resume to General Manager, 2043 Locust St., Philadelphia, 19103.

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#### HELP WANTED NEWS

**Midwest stations 200,000+ SMSA** taking News applications. Must read, report, write well for top-rated AM-FM stations. 3rd phone. EOE. Box Z-15, BROADCASTING.

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**News anchor** with solid news announcing background for leading AM station in major market on East Coast, immediate opening for right person. Send resume to Box Z-165, BROADCASTING.

**Arkansas Ozarks opportunity:** news/production opening for mature, willing-to-work professional Top quality staff and facilities to work with. Good compensation and benefits. Send tape and resume to: W.J. Wheeler, KHOZ, P.O. Box 670, Harrison, AR 72601. An Equal Opportunity Employer.

**News radio 149** looking for quality people. Gather, write, edit and anchor duties. Only experienced personnel need reply. Send tape, writing samples and resume to G.J. Hammond, KLNG Radio, 3615 Dodge, Omaha NE 68131.

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#### HELP WANTED NEWS CONTINUED

**News director** with authoritative air sound to take charge of an aggressive radio news operation which puts the emphasis on local news. Send resume, writing sample and tape to Don J. Weir, Manager KLWW, P.O. Box 876, Cedar Rapids, IA 52406. Equal Opportunity Employer.

**Wanted: Radio news** reporter air person. Must be able to dig, write, deliver. Strong local news and sound. Resume, tape and salary requirements to Steve Eckert, WCVS Radio, P.O. Box 2697, Springfield, IL 62708. E.O.E.

**Sports PBP** with abilities in sports writing, actualities and sports telephone talk. PBP all sports. Will consider beginner with desire and sports knowledge. Send tape and resume to, WSIP Radio, Paintsville, KY 41240, or call Mr. Fyffe, 606-789-5311.

**Wanted, morning newperson** for number 1 station. AM & FM minimum 1 years experience in news reporting. Send tape, resume and salary requirements to, WVWK, P.O. Box 1559, Lexington, KY 40501. We are an Equal Opportunity Employer.

**Newperson, excellent opportunity** for a beginner with a good voice who wants to work hard at a station with an expanding news operation. Tape, resume to: Alan Boyd, Box 3280, Albuquerque, NM 87110, 505-266-5833.

**Self-motivated investigative** reporter needed at news-conscious FM rock station in Sacramento. Will augment state network newscasts with solid local coverage and feed California Statehouse news to net. Will have time and freedom to dig for news. Prefer reporter with sense of production capable of producing mini-documentaries. Send tape and resume to Michael Linder, News Director, The Newspace Radio Network, 1323 Anacapa Street, Santa Barbara, CA 93101.

**Initiative, intelligence,** interest in local affairs needed to land news director/board job. Resume, tape to 137 Westbrook Way, Eugene, OR 97405.

**The Tri-State's** recognized radio news leader is looking for experienced newperson. Min 3 yrs experience, writing, gathering, reporting. Tape and resume to Bob Miller, P.O. Box 1539, Huntington, WV 25714.

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#### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Wanted:** Leader of men; self-starting idea person to be PD. Personality required both on and off air. \$9,000-\$11,000 to start. Adult contemporary northeast station. Box A-28, BROADCASTING.

**Music Director** for 15KW stereo public station broadcasting classical, jazz, folk. Must have bachelors degree or equivalent, music training, and endorsed FCC 3rd. Must be a professional broadcaster with pleasant, mature air personality for hosting daily classical show. Must know records and record companies and be willing to build programs around standard concert repertory. \$9-10,500 plus excellent benefits. Resumes only to Dr. Walter Sheppard, Manager, WITF-FM, P.O. Box Z, Hershey, PA 17033. An Equal Opportunity/Affirmative Action Employer.

**Teacher experienced** in production, news, sales, promotion. PhD preferred. Apply by 12/31, R. Finney, Communication Arts, Madison College, Harrisonburg, VA 22801.

**Powerful AM & FM** station in Piedmont, North Carolina needs experienced Program Director. Applicant must have knowledge of FCC Rules, good commercial voice, able to M.C. talk show and do play-by-play sports. References required. Send audition tape and resume to P.O. Box 402, Lexington, NC 27292. An Equal Opportunity Employer.

**Instructor, New York City,** part-time commercial broadcast experience required. Control board proficiency, work 3-10 p.m. weekdays and/or all day Sat/Sun. Call 212-279-2360.

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#### HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Broadcasting/traffic,** installation manager for business computer systems in radio stations. College and computer familiarity pluses. Should have several years radio traffic experience. Multi-station experience best. Nationwide travel. Typing skill beneficial. Excellent salary and future. Contact TRACE, Inc., 133 N. 4th St., Lafayette, IN. Phone 317-742-1166.

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#### SITUATIONS WANTED MANAGEMENT

**Currently employed** in radio. Former music director in medium market with major market experience, all formats seeks a program director position in top 100. Prefer midwest or southwest. No collect 312-646-2007 evenings or Box A-27, BROADCASTING.

**Young successful** major market local salesman seeking management opportunity. Box A-29, BROADCASTING.

**Profit-producer.** Excellent management experience. Documented accomplishments. Solid references. All markets, formats considered in confidence. Box A-47, BROADCASTING.

**General Manager** with 21 years management experience of medium and major market stations in Northeast, Southeast and Southwest seeking 1977 challenge. Formats contemporary, MOR and country. Successful? Always! Expertise management, sales, programming, FCC. Excellent credentials and references. major university communications graduate. All correspondence kept confidential. Reply Radio Joe, 11332 Cohasset Street, Sun Valley, CA 91352.

**Award winning, major** market and ABC program manager. Wants to consult for your station. Reasonable fee. Paul Mitchell 215-638-9425.

**Female** with top ten market anchor, reporting, talk experience. Served as News Director also Public Affairs Director. Seeks managerial/air position in top thirty markets. Especially strong in afternoon drive with numbers to prove it. Ivy League grad. Call 216-777-0430.

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#### SITUATIONS WANTED SALES

**B.S.** from Ohio U. 2½ years experience. Prefer midwest. Experience includes Chicago and Memphis. Box A-24, BROADCASTING.

**Five years** sales experience in major market. Currently employed but looking. Box A-30, BROADCASTING.

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#### SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Black combo man,** experienced broadcaster with 1st phone and studio operations background, 29, married, very sharp, bass with pleasing sound, tri-state area. Box Z-107, BROADCASTING.

**Bright, articulate, loyal** AOR/telephone talk personality, currently employed but available. Experienced, college grad., 3rd endorsed, good interpretive reader, strong background in rock, folk, news and sports. Provide me a challenging opportunity and I'll provide you a true asset to your station and your locale. Would love colleg town anywhere. Box Z-133, BROADCASTING.

**College FM trained** announcer offers relaxed, flexible, jazz influenced sound, and or classical, AM or FM. 803-457-4662, or Box Z-147, BROADCASTING.

**Female Black** recently trained DJ, mellow voice, 3rd endorsed. Will relocate. Tape on request. Box A-19, BROADCASTING.

**Have talent,** will travel. Morning man in 100,000 watt AOR, looking for advancement opportunity. Box A-23, BROADCASTING.

**Young announcer,** 21, 3rd endorsed, seeks beautiful music or MOR format. Good, resonant voice, news and commercials. Willing to relocate. Tapes upon request. Box A-33, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**1st phone, broadcasting** grad 2½ yrs college. Some exp in news and announcing. Seeking job in Chicago area. Will sell, can write-talk. 312-736-2306.

**Help!** I am being replaced by automation. Experienced announcer, 15 years, first phone. Have done everything from mop floors to manage. Currently P.D./morning man. Dependable, stable, family. Personable, good pipes, nice legs, best references. Available after Dec. 31. Prefer sunny south. Call Bob at 1-303-824-2246.

**First phone.** Good voice experience, writing talent, education, production ability. Short on broadcast experience. FT or PT. New England. 617-546-2306.

**Midwest anncr** seeks move. 18 years radio and TV. 1-319-322-7509.

**Dependable, versatile,** easy going contemporary, or adult MOR personality looking for home. Solid production, PBP, writing experience. Resume, references, tape. Don't wonder, call Steve: 1-401-944-2296.

**Broadcast grad,** 3rd endorsed, experienced airwork, research, wants first break, Rick, 513-921-3193.

**DJ, 3rd phone,** tight board, good news, sports, and commercials, with creativity my forte. Anywhere! Paul, 215-593-5911.

**Want entry level** all night operator-announcer shift. Seven months experience. References. 3rd endorsed. Jim Kobus, 1567 W. Axton Rd., Ferndale, WA 98248.

**Have been out** of radio and want to get back in. Major market experience with good references. Country or P/A. Call Steve Ryan at 716-873-7374.

**Country to classical,** announcer to manager. All phases and formats. 15 years top ratings in top 10 markets. Also TV. 512-557-6245.

**Black communicator** is available for R&B. Broadcast grad, first phone, 5 yrs. exp., working in TV now. 502-583-8265.

**6 year pro,** all formats. 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

**Talented, Aggressive,** hard-working individual seeking D.J. and production position in medium market AOR or rock station. Extremely strong and creative on production. 4 years experience as production director. 1 year experience as program director. Available immediately. Will relocate. Richard Langlois, New Castle St. and Boardwalk, Rehoboth Beach, DE 19971. 302-227-7906.

**Skilled communicator** seeks position in medium or major market AOR or rock station. Experienced in programming, sales, music and all facets. Can achieve if given the chance. Have medium market experience. Available immediately. Will relocate. John Ellstrom, 1000 Valley Forge Circle, King of Prussia, PA 19406. 215-783-7159.

## SITUATIONS WANTED TECHNICAL

**First class, Ivy League** graduate, 4 years experience as TD of AM station. Designed and built FM station. Prefer job in general Hartford-Springfield, Mass area. Box Z-42, BROADCASTING.

**Combo-man 1st phone.** Some experience, excellent production. Automation studio maintenance, light repair, also relief announcer. Age 24. Box Z-151, BROADCASTING.

**Engineer** for hire on short term basis. Totally experienced all phases of engineering including management. Box A-20, BROADCASTING.

## SITUATIONS WANTED NEWS

**Lookout Charles Osgood**—'cause here I come. CBS owned and operated experience. Box Z-1, BROADCASTING.

**Mature experienced news** director, 20 years experience, Iowa native, want Iowa or Midwest. Seeking permanent position full time news only. Box Z-128, BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**News can be** sharp, upbeat, authoritative, profitable. Is yours? Energetic experienced professional wants ND. Box Z-142, BROADCASTING.

**Former NIS News** Director seeking advancement in radio or Television. Currently working for PBS-TV. Box Z-150, BROADCASTING.

**Dynamic, young, married** professional producer/director. Experienced with network news, sports, special events. Will relocate. Salary negotiable. Box A-12, BROADCASTING.

**A good woman** is hard to find. But you've done it. Journalism degree and radio background with experience in political and labor reporting. Good interviewer. Box A-41, BROADCASTING.

**Young experienced desk** editor of former news station seeks position. Will relocate. 209-224-3961.

**Creative, conversational** writer with 3 years experience in news, production, publicity and public affairs. Open to established and growing markets. 3rd endorsed. Contact Stan Froelich, 212-526-1831 day/night.

**Experienced news** director, commentator, 32. Journalism B.A., seeks serious news post. 216-454-4150.

**Ambitious, resourceful, and** conscientious young man looking for an entry level position. 3 years college radio experience in sports and news. Strong on PBP. I'm on my way up. Call Ed, 618-654-8543.

**Professional 20 yrs.** radio-television. News, Sports-director, weatherman, talk show host. 609-883-8990.

**Exp. aggressive** newperson seeks opportunity to show others he can write, create, and deliver. Anywhere! Paul 215-593-5911.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**New Year** at many stations means changes. If that's your case consider a guy to supervise engineering and programming and sell a little too. In short, great qualifications for an operations manager. Let's talk and see how we can both make money. Box A-9, BROADCASTING.

**Dynamic, young, married** professional producer/director. Experienced with network news, sports, special events. Will relocate. Salary negotiable. Box A-12, BROADCASTING.

**Production, programming,** news, 6 years. Contemporary preferred but not vital. 3rd endorsed. Know all aspects of radio. Communications grad. Ready now! Box A-18, BROADCASTING.

**Announcer** in top 15 market seeks advancement to PD or metro adult music with advancement. Young, degree, corporate minded. Great references, \$12,000 plus only. Box A-35, BROADCASTING.

**Sportscaster** with network sound seeks medium or local market, over 25 years experience PBP-All sports, talk & programming too! Dependable and easy to work with. Prefer northeast, all areas considered. Ready now! Box A-38, BROADCASTING.

**Super production** person with loads of extras. Morning personality, programming, creative copy, music, solid voice. Eleven years experience. Prefer group station, medium or major market, New England area. Ready when you are! Box A-39, BROADCASTING.

**C&W pro.** Creative-solid experience P.D. drivetime jock, production, sales, copy and more. Box A-46, BROADCASTING.

**Wanted-rewarding challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell, 215-638-9425.

## TELEVISION

### HELP WANTED MANAGEMENT

**Opportunity** for commercial manager to join progressive VHF station in expanding Texas market. Box A-16, BROADCASTING.

**Television manager wanted,** \$24,000 to \$30,000. General manager for a public television station. Applicants must have 3 to 5 years of progressive experience that demonstrates an ability to inspire a staff and control a budget; have working knowledge of FCC law, development and grant writing procurements; relate effectively with state agencies. Send references and resume by January 17, 1977 to Box A-17, BROADCASTING.

**Attention management personnel:** Major markets are calling if you have an outstanding track record as general manager, sales manager, program manager, news director or technical engineer. Positions are fee paid. Send your story to Key Personnel Employment Agency, 116 S. Main Street, South Main Towers, Wilkes-Barre, PA 18701.

### HELP WANTED SALES

**Television account executive.** ABC-TV affiliate seeks regional account executive. Excellent opportunity for right person. Accounts are agency oriented. Contact Roderick A. Guerdan, General Sales Manager, WYTV, Youngstown, OH. We are an Equal Opportunity Employer.

**Sales opportunity** at Jampro Antenna Co. Present leader in broadcast antennas. FM sales are now handled by CBG Broadcast Group field sales offices. However, we are looking for a sales manager with a proven track record in headquarters sales and support, who possesses technical broadcast knowledge in television, to sell circularly polarized antennas to TV stations. Excellent compensation program with attractive salary, broad insurance, savings and other benefits, plus liberal commission incentives. If qualified, please mail complete resume in full confidence to: Lee Snyder, Personnel Director, Jampro Antenna Company, Subsidiary of Cetec Corporation, P.O. Box 28425, Sacramento, CA 95828.

### HELP WANTED TECHNICAL

**Established broadcast** and electronics equipment manufacturer needs talented and experienced general manager for California location. Reply in confidence to Box Z-149, BROADCASTING.

**Engineer,** best technical qualifications and reliable character for VHF, Texas resort city. Box A-1, BROADCASTING.

**Chief engineer** for midwestern UHF public television station. GE XMTR. To supervise all operation, construction, maintenance, equipment purchases and technical training. Send resume and salary expected. Equal Opportunity Employer. Box A-34, BROADCASTING.

**Transmitter supervisor** for VHF remote controlled mountain site. Contact Jim Kozora, KTCM-TV, Helena, MT 59601. 406-443-5050.

**Ready for advancement?** Florida Public Broadcasting needs a top-level engineer to operate their new television and radio facility. A challenging opportunity awaits the right person with at least five years experience. Salary open. Send resume to Personnel Director, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR1200, CDL 1260 switcher, etc. Must be experienced. (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**Maintenance engineer** to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symanovich, TEL-FAX, Inc., 4654 Airport Road, Bath, PA 18014.

**Growing UHF station,** opportunity for aspiring engineer wanting maintenance, studio and/or xmt, digital helpful. Also control room engineer, 1st phone, beginners up. R. Hardie, 317-463-3516, Box 18, Lafayette, IN.



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## HELP WANTED TECHNICAL CONTINUED

**Attention maintenance engineers**, fee paid positions, major broadcasters. Relocation and interview expenses paid. Require 1st ticket, experience in digital, switching, computer and automated remote control equipment for television and radio. Salaries range \$13,000 to \$17,000. Contact Al Kornish, Key Personnel Employment Agency, 116 S. Main St., S. Main Towers, Wilkes-Barre, PA 18701. Phone 717-822-2196.

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## HELP WANTED NEWS

**Assignment editor:** Looking for an experienced and creative assignment editor. Must be able to work with news team, critique stories, motivate personnel, inspire perfection, deserve respect and be willing to settle for nothing less than the best news production anywhere. You must have experience and good references. We will supply good working conditions, total management involvement, news consultants (Frank Magid Company) and a good salary. Medium market in Southeast. Send resume and photo to Box Z-92, BROADCASTING.

**Virginia's most prestigious** television station seeking street reporter. Television reporting experience essential. Looking for dynamic, aggressive individual for beat assignment. Box Z-166, BROADCASTING.

**Experienced news cameraperson** for expanding news operation in medium market television station. One year experience minimum. Send resume to Box A-42, BROADCASTING.

**We're looking for a news management-faculty member** to help direct the world's most unusual newsroom. Commercial KOMU-TV, an NBC prime, serves as the on-the-line broadcast training ground for the University of Missouri School of Journalism. All 2-hours of daily newscasts are reported, filmed, produced, edited, and anchored by students. Applicants need a solid professional background, a thorough knowledge of both the technical and editorial sides of broadcast journalism, an M.A., and a strong desire to stay in the business while teaching. Excellent salary and benefits. Academic appointment. EOE. Leigh Wilson, News Director, KOMU-TV, Rte. 63 S., Columbia, MO 65201.

**Meteorologist:** on-camera experience, able to put together a visual weathercast. Lively personality. Contact New Director, KTVV-TV, Box 490, Austin, TX 78767, phone 512-476-3636. An Equal Opportunity Employer.

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**Producer** for late and early newscasts. Must have ability to judge news and guide reporters. Will write copy, edit copy and ENG tape, block and time newscasts. Must be creative, with potential to advance to News Director. Group-owned CBS affiliate. Ian Pearson, News Director, WANE-TV, 2915 West State Boulevard, Fort Wayne, IN 46808.

**TV talent/reporter** for nightly community affairs program. College grad, 2 years as TV talent with substantial on-air, film and VTR experience. Excellent verbal and writing skills. Send resume and tape to Lyle Seaton, WJCT-TV, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

**Reporter/Co-Anchor**, top ten market TV News Department seeking aggressive, hard-working television news person who self-starts, digs, and delivers top notch results. Must be heavily experienced in TV news, have on-camera command, overall professional presence. Send resume and tape to Box 6236, Washington, D.C. 20015. Equal Opportunity Employer.

**Television talk show host.** Must have experience in major market news and consumer background. Send resume and tape to Box 6236, Washington D.C. 20015. Equal Opportunity Employer.

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## HELP WANTED NEWS CONTINUED

**Capitol correspondent** for state network to write, produce and report on governmental affairs. This minority training program position needs a highly-qualified individual, at least 2 years local station exp. with strong on-air presentation. Radio or print reporters with good political writing background considered. Must have excellent verbal and writing skills. Will provide on-the-job training. Excellent pay. Send resume, tape and writing samples to Jim Lewis, Florida Public Broadcasting, c/o House of Representatives, House Office Building, Tallahassee, FL 32304.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer** for important news/public affairs show. This is a hard hitting, in-depth interview series and needs a capable, experienced take charge person who knows how to secure top guests. Group owned independent in top ten. Equal Opportunity Employer. Send resume and salary requirements in confidence to Box A-26, BROADCASTING.

**As part of** the reorganization of our publicity office, we now have an opening for a Director of Public Information. This person must be experienced in, and capable of supervising and/or handling, where appropriate, all phases of radio and television promotion, including but not limited to, scheduling and producing on-air promotion, press releases, print advertising, program listings, and media contact. This person will report to the Director of Development and will have several persons reporting to him/her. Resume and salary requirements should be sent to Director of Development, WNED-TV, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Broadcast electronics faculty position:** To teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. This is a tenure track position. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. 616-796-9971, Ext. 208. An Equal Opportunity/Affirmative Action Employer.

**Teacher experienced in TV/film production**, programming, history or regulation. PhD preferred. Apply by 12/31, R. Finney, Communication Arts, Madison College, Harrisonburg, VA 22801.

**Television producer/talent** for immediate on-air duties plus development and producing of weekly series. Producing and talent experience preferred. Equal Opportunity/Affirmative Action Employer. Reply: WCNY-TV Program Manager, 506 Old Liverpool Rd. Liverpool, N.Y. 13088.

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## SITUATIONS WANTED MANAGEMENT

**Former network executive** with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box Z-18, BROADCASTING.

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## SITUATIONS WANTED TECHNICAL

**First phone-maintenance** and/or xmtr experience. Box Z-131, BROADCASTING.

**Female 1st phone** experienced 14 months NYC. Quick to absorb. Co-operative personality. For employer references & resume. Box Z-135, BROADCASTING.

**First phone** and advanced amateur licenses, CIE student, no memory courses, seeks position of operational engineer with small or medium market TV station working towards studio and transmitter maintenance, no experience, willing to work and learn, will relocate. Edward Raymer, 717 Gordon Ave., Bowling Green, KY 42101.

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## SITUATIONS WANTED NEWS

**Experienced radio reporter/asst.** TV news producer-reporter seeks challenge on top forty market. Seven years experience in street, investigative reporting, production skills. Box Z-21, BROADCASTING.

**Anchor, sports, weather**, 16 years in top markets. Box A-3, BROADCASTING.

**Radio newsdirector** looking for TV news work. Investigative. College TV experienced. 919-635-2066 after 6.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Female** with quad time-code editing experience. Production and engineering background. Looking for more creative position. Box A-14, BROADCASTING.

**11 yr. experienced producer/director** top 10 market. Background in news, commercials, promotion, etc. Call 612-929-4258.

**Young BA in Communications** with film production experience seeks entry position in TV production. Chance for experience and to make contribution more important than location or station size. Resume. Joe McJinsey, 23 Greenpark Dr., Mobile, AL 36608. 205-344-0776.

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## CABLE

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### SITUATIONS WANTED MANAGEMENT

**Professional**, now employed top management. Full technical. Can take from start up, including local origination. Please write: Box A-15, BROADCASTING.

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### WANTED TO BUY EQUIPMENT

**Wanted: Five** to eight channel mono audio control board. WGLB, Box 347, Port Washington, WI 53074. 414-284-2666.

**RCA BC-7** or equivalent audio console. Send specs, availability and price information to John Westman, Operations Manager, WLAV AM/FM, Grand Rapids, MI.

**All good** used equipment for new Channel 285 FM. 421 Central Avenue E., Hampton, IA 50441.

**IGM 700 series**, Schafer or similar quality automation system. Less than 6 years old. Excellent condition. Tom Joyner, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530. 919-734-1466.

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### FOR SALE EQUIPMENT

**Gates SP-10** and SP-19 automation system, studio 96 reel machines, and Gates controls. KCTA, P.O. Box 898, Corpus Christi, TX 78403.

**Two Shebden FPC-1000A** color cameras w/50' cable, and CCU's, plus accessories. Asking \$12,000. 1 IVC 800 VTR, asking \$1,500. Call 505-883-4962 or write KLYT, 5400 Phoenix, NE, Albuquerque, NM 87110.

**Two RCA TR70C** quad VTR's. Dual standard NTSC/PAL. Fully equipped incl. splicer and cavec. \$55,000 ea. Merlin Engineering Works, 415-329-0198, 800-227-1980.

**CBS-TV console.** 12 plus inputs, Langevin pre's and amps, BA25A, 144 pt. patchbay. \$650 FOB Chicago Area. 312-968-3955.

**McMartin TBM-2000B** SCA Monitor, B113R SCA generator. In use 6 months, cost \$2,000 new, make offer. Tennessee Radio Network, P.O. Box 23083, Nashville, TN 37202.

**Discount broadcast and studio equipment.** New and rebuilt. Cart and reel recorders, consoles, limiters, monitors, preamps, mic's, speakers, turntables, racks, furniture, reconditioning services, parts. Autodyne: Box 1004, Rockville, MD 20850.

**RCA BTA-IR** transmitter. 1 kw with cutback to 250 kw. \$2500.00. One customote remote console including pre-amps. Roy F. Zess, 912-985-1130.

**Complete TV station.** Middle VHF channel. High Power. 205-956-2200.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twinning, Dallas TX 75227.

**FRUITBOWL** is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

## MISCELLANEOUS

**Prizes Prizes!** Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**In Our View** helps you with ascertainment, news and editorials. Hundreds of stations are using it. \$12.95 or COD. Box 261, Belmont, CA 94002. Refund if not satisfied.

**"Consumer Watch,"** stimulating five minute shows, demo tape available. Write 126 Hurley Ave., Kingston, NY 12401. Phone 914-339-4725.

## PLACEMENT SERVICE

**Many top 40,** middle of road, and country & western openings available, for jocks and newspeople. Small, medium, and major markets! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

## INSTRUCTION

**No FCC license?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**San Francisco, FCC** license, 6 weeks 1/17/77. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

**1st class FCC,** 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**FCC license** study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

**Free booklets demonstrate** "Job Power" of our FCC 1st class license preparation, and/or performance training. Write Announcer Training Studios (A.T.S.) 152 West 42 St. New York City 10036 (Vets Benefits). 212-221-3700.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Jan. 3 and Feb 14. Student rooms at each school.

**REI** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**First Class** FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute. 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

**Omega State Institute,** FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

## INSTRUCTION CONTINUED

**Get your license** in exciting Music City, USA. Next class Jan. 3. Tennessee Institute of Broadcasting, Nashville. 2106-A 8th Ave. S. Neil Terrell, Director.

**Institute of Broadcast Arts,** 6620 W. Diversey, Chicago, IL 60635. 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the midwest. 312-889-8885 or 414-445-3090. Results guaranteed.

**Our 40th year!** Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

# RADIO

## Help Wanted Management

Group operator needs manager for successful medium market modern country station. Three years sales management experience required. Only selling managers need apply. Resume, references, billing history and financial requirements first letter.

Box Z-162, BROADCASTING

## Help Wanted Announcers

**NYC NON-ROCK STATION ACCEPTING RESUMES FOR PART-TIME ON-AIR WORK CONSIDERATION. IF YOU'RE AN INTELLIGENT COMMUNICATOR WITHIN COMMUTING DISTANCE OF NYC AND READY FOR MAJOR MARKET EXPOSE, SEND RESUME TO:**

BOX A-32, BROADCASTING  
EQUAL OPPORTUNITY EMPLOYER

## WHAT'S JEAN CLAUDE KILEY WITHOUT SNOW?

He wouldn't get very far. And neither will an announcer without PERSONALITY. At least not with us.

We're a broadcasting company with major market radio facilities. If you've got what we're looking for, your tape will show it.

We've been around too long to fall for a snow job.

Oliva-Neuhoff Broadcasting, Inc.  
1500 Chester Ave., Cleveland, Ohio 44114

## BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

## Help Wanted Technical

We are looking for several high quality (M.A. candidates. Broadcast Management area) people with fully professional expertise in all technical aspects of radio/audio production, including maintenance. Must have extensive academic or industry background (1st. phone, etc.) and be highly motivated toward gaining graduate degree to expand career potentials. Full scholarships and limited stipends, 1 year to 18 months. Available beginning June, 1977. Send resume, academic and industry to: Dr. William Randle, Head, Division of Broadcasting, University of Cincinnati, Room 130 Emery Hall, Cincinnati, Ohio 45221.

## Help Wanted News

## AFTERNOON DRIVE NEWSCASTER WITH "DRIVE"!!

Contemporary station in Northeast offers Monday through Friday shift for experienced news person. We demand short, well written stories delivered in authoritative, rapid paced, believable style. The person we seek must possess a mature resonant voice and speak perfect english. This is a well established AM/FM facility offering many benefits; including 2 weeks paid vacation after first year, 3 weeks after second, medical insurance, life insurance, 10 paid holidays and a liberal sick leave policy. \$200-\$250 weekly. EEO

Please write in confidence to  
Box A-43, BROADCASTING

## Situations Wanted Management

## GENERAL MANAGER

Tops in producing  
REVENUE & RATINGS

Presently manager of extremely successful station in highly competitive Upper Midwestern market. Strong SALES and management background. Responsible for a 100% increase in sales in first year! 18-years broadcast experience including 10-years in programming in Top-10 markets. Interested in GM position in medium to major market. I'm seeking a permanent position offering financial growth. Excellent credentials and nationally recognized references. If you need a GM who can get the job done, from sales to promotion, from programming to FCC compliance, then please reply in STRICT confidence to Box A-5, BROADCASTING.

## Help Wanted Programing, Production, Others

### SOME OF AMERICA'S LEADING STATIONS ARE LOOKING FOR TALENT

WMMS, Cleveland  
WHK, Cleveland  
KEYE AM-FM,  
Minneapolis, St. Paul  
WZUU AM-FM,  
Milwaukee

WCTI-TV, New Bern  
(Greenville), N.C.  
WNYR, Rochester, N.Y.  
WEZO, Rochester, N.Y.  
WBRB AM-FM, Mt. Clemens  
(Detroit), Mich.

Regardless of what you do, who you're with, what color you are, what sex you are, whatever ... YOU MAY BE CREATIVE. If you are and you're looking for a company that will allow you CREATIVE EXPRESSION write us TODAY. Give us full particulars (NO PHONE CALLS PLEASE) and we'll keep your reply confidential. Oh, by the way ... you better be DAMN good!

Write: Carl E. Hirsch, Executive Vice President

#### MALRITTE BROADCASTING

5000 Euclid Ave.  
Cleveland, Ohio 44103  
AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## Help Wanted News

### TV NEWSROOM PHOTOGRAPHER

Major TV affiliate in a top 15 market; located in Southern Florida, has an urgent need for an experienced TV newsroom photographer who is interested in filming documentary films for black-oriented Public Affairs programming. A cinematographer would be ideal. Background in writing would be helpful, but not essential. Excellent package offered to the right person.

Send resume including background and salary history to Box 01-0787, Miami, Florida 33101.

An Equal Opportunity Employer M/F  
Females & Minorities are urged to apply.

## TELEVISION

### Help Wanted Management

#### ACCOUNTING DEPARTMENT HEAD

For Nashville TV station. College graduate with accounting major and experience required. CPA and credit-collection experience preferred. AN EQUAL OPPORTUNITY EMPLOYER. Send resume to Box A-50, BROADCASTING.

#### CHIEF EXECUTIVE OFFICER

A unique opportunity for leadership in a new public telecommunications concept. Chief executive office for a developing regional public educational telecommunications corporation in the Midwest. Responsibilities include: recruiting and supervising a professional and technical staff, planning and management of budgets, securing funding, representing the corporation to external agencies and participants, and related activities. Qualifications desired: demonstrated achievement in broadcast management, working knowledge of all facets of public broadcasting, and a graduate degree. Preference will be given to candidates with academic, development, and facilities activation experience.

Salary will be commensurate with experience and qualifications. Corporate offices will be located within the service area. Apply by February 4, 1977, to Search Committee, West Central Illinois Educational Telecommunications Corporation, 900 West Adams Street, Macomb, Illinois 61455. WCETC is an affirmative action/equal opportunity employer.

## Help Wanted Technical

We are looking for several high quality (M.A. candidates, Broadcast Management area) people with fully professional expertise in all technical aspects of television production, including maintenance. Must have extensive academic or industry background (1st. phone, etc.) and be highly motivated toward gaining graduate degree to expand career potentials. Full scholarships and limited stipends, 1 year to 18 months. Available beginning June, 1977. Send resume, academic and industry, to: Dr. William Randle, Head, Division of Broadcasting, University of Cincinnati, Room 130 Emory Hall, Cincinnati, OH. 45221.

## Help Wanted Technical Continued

### TV ENGINEERING SUPERVISOR

Position available December 1 for individual to supervise technicians assigned to TV production and maintenance. Applicants should present solid technical background, an FCC First Class License, and a minimum of 5 years of TV broadcast experience. Previous supervisory experience is desirable. This position is the result of a staff expansion and involves rotation to day and evening shifts.

We offer a liberal compensation package and are conveniently located in downtown Boston.

For further information please contact Personnel Department

#### WNAC-TV



RKO General Building  
Government Center, Boston, Mass. 02114  
Telephone: 617-725-2890

An Affirmative Action/  
Equal Opportunity Employer

## TECHNICIANS NEEDED

### IN AMERICA'S FINEST CITY

#### KCST-TV, ABC, A storer Station

— San Diego's most rapidly growing television station, has two solid career opportunities for qualified individuals.

VIDEO TAPE TECHNICIAN: 3-5 years recent experience with Ampex equipment. ACR-25, AVR-1 and Sony experience helpful. Chosen applicant will attend Ampex ACR-25 school.

STUDIO & E.N.G. MAINTENANCE TECHNICIAN: 3-5 years recent "hand on" experience. GE. PE-350 and PE 240, and Grass Valley experience helpful.

This is an opportunity to live and work in one of the most beautiful television markets in the country and with a "people" oriented organization.

Send full resume to: Bill Yordy, Chief Engineer, KCST-TV, P.O. Box 11039, San Diego, Calif. 92111.

We are an equal opportunity employer.

## Situations Wanted News

#### Successful Congressional Campaign Press Secretary

Radio newsmen with credentials, experience, education wants to move up to Television News and Public Affairs as writer-producer. Available Now.

Box A-2, Broadcasting

*"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."*

So, if you're looking for employment, the right employee, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

You belong in  
**BROADCASTING'S  
CLASSIFIED...**



## Cable Programing

### RENT A TAPE

Over 50 great nostalgic classics.  
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FREE FILMS? CALL

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The leading distributor. We have the most.  
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Our unique, professional third man guidance techniques have aided in locating new situations for clients in the 20K-65K salary range. All TV professions... All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest for a better future. SLJ PRODUCTIONS Box 12089 CHICAGO, IL. 60612.

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Newport Beach, California 92663

## Audience Research

### INCREASE SALES

with a customized PRS audience survey  
... from \$329.00

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

## Correspondent

### WANT YOUR MAN IN THE WHITE HOUSE?

Every A.M. and P.M. drive, millions of Washingtonians listen to White House correspondent Les Kinsolving's "Capitol Commentary" on radio station WAVA. They hear the answers or the evasions to Kinsolving's always tough and provocative questions. He won the AP Broadcasters Award for the best radio editorials in Virginia in 1975. His column appears in over 200 newspapers. Why not consider having Les Kinsolving be your stations man in the White House, giving your call letters. Call Jim Trotter for details. (202) 244-1228.

## Comedy

### HUMORETTES

For the Wise Radio Personality

- Over 55 scripted skits per monthly issue
- Unique marketing concept
- Costs less than 17 cents per day
- Contemporary
- Network writers
- Brooklyn based (the undisputed comedy capitol)
- Belly button

Send \$5 for trial issue. Money back guarantee (if not satisfied return material within 15 days for refund). Make check or money order payable to: Casino Loot Productions, 232 8th Street, Brooklyn, NY 11215.

## Public Notice

### PUBLIC NOTICE OF REQUEST FOR PROPOSALS FOR CABLE TELEVISION FRANCHISE

The Town of Onondaga, Onondaga County, New York, seeks applications for a cable television franchise. The population of Onondaga is 16,500 (1970 census), residing in approximately 4,800 households (units). The boundaries of the authorized franchise area will be the established boundaries for the Town of Onondaga.

The Town of Onondaga is located within 35 miles of the Syracuse television market. As this is a "major television market" as defined by the Federal Communications Commission, any cable system operating in Onondaga must comply with all pertinent Federal Communications Commission regulations and technical specifications.

All applications for cable television franchises shall be in writing in the form and manner specified in the Request for Proposals on file and available at the Office of Inez E. Searle, Town Clerk, Town of Onondaga, 4801 West Seneca Turnpike, Syracuse, New York 13215 (telephone number (315) 469-3212). Franchising procedures will be conducted in accordance with the Rules of the New York State Commission on Cable Television and the franchise will be drawn in accordance with those rules.

All applications will be accompanied by a non-refundable certified check in the amount of \$50.00, made payable to the Town of Onondaga. The closing date and time for the receipt of applications is March 21, 1977 until 11:00 A.M., Eastern Standard Time. All applications must be notarized and will be made available after said closing date and time for public inspection at the office of the Town Clerk, Town of Onondaga, Monday thru Friday each week from 9:00 A.M. to 4:00 P.M. Town Board of the Town of Onondaga By Daniel F. Leary, Supervisor.

# Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**

305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$6.95.**

312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**

313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. **\$37.50.**

318. **TV CAMERA OPERATION** by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute 'must' for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject"—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary **\$10.95**

324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. **\$12.50**

327. **THE WORK OF THE TELEVISION JOURNALIST** by R. W. Tyrell. Describes every job from writer and producer to that of cameraman, recorder, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. **\$14.50.**

328. **WRITING FOR TELEVISION AND RADIO, Revised and Enlarged 3rd Edition** by Robert L. Hilliard. Shows how today's successful writers prepare and produce top TV and radio programs of every type. Includes new chapters and fresh script samples and excerpts. 461 pages, index. **\$18.50.**

**BROADCASTING Book Division**  
1735 DeSales St., NW  
Washington, D.C. 20036 **H**

Please send me book(s) numbered \_\_\_\_\_  
Payment for the full amount is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Public Notice Continued

The City of Rochester, in Monroe County, New York, invites applications for a Cable Television Franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications shall accompany a non-refundable certified check in the amount of \$2,000.00. Applications will be accepted until 5:00 P.M. Mar. 21, '77 and all applications received will be available for public inspection 9:00 A.M. Mar. 22, '77 during normal hours at the office of the City Clerk.

Patricia B. Adduci  
City Clerk  
30 W. Broad Street  
Rochester, New York 14614  
(716) 428-7129.

### LEGAL NOTICE

The City of Long Beach, New York, is requesting proposals for a cable communication franchise. The legal boundaries of the City of Long Beach shall constitute the authorized franchise area so that all residents of the City of Long Beach may avail themselves of the service. Copies of the Request for Proposals may be obtained from the undersigned. Proposals shall be made in writing in the form required in the Request for Proposals and shall be received by the City Clerk no later than 5:00 p.m. on March 7, 1977. All applications received in response to the Request for Proposals will be available for inspection during normal business hours at the City Clerk's Office, City Hall, Long Beach, New York.

Frieda Levi  
City Clerk  
Long Beach, N.Y. 11561  
(516) 431-1000

City of Fort Lauderdale (pop. 160,000) and five adjoining cities (pop. 83,000) request proposals for a state-of-the-art multiple channel, operational two way service communications system. Proposals received until 2-15-77.

Specifications available from  
City Manager, City of Fort Lauderdale,  
P.O. Box 14250, Ft. Lauderdale, Fla.  
33302.

## For Sale Equipment

### LOW \$\$'s

Ampex 440B (2), Scully 280-2 14 in., T.T.'s QRK(2) + SP 1300 (2), Marti limiter CLA-40H (3), Sparta MIXER AS-30B, Belar SCM-1, & MORE!  
Contact "MEDIA", G.C.S.  
Box 2776, N.Y.C., 10017  
or 212-661-4664

### MOBIL VIDEO TAPE VAN



Just finished this year, must sell. Fully-equipped, except cameras. Unique custom body design complete. With shooting platforms and power generator. For pictures and inventory, call (213) 884-8633.

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## TRADE FOR

16 + ACRES IN VA. BEACH, VA.

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.



## Wanted To Buy Stations

Financially qualified buyer with highest references interested in buying full time radio station or CATV system in south, preferably Tenn., S.C., Ga., Ark., La., Miss., Fla., N.C. Request 1975-76 operating statements to be held in strictest confidence. No brokers.  
Box Z-145 BROADCASTING

Financially qualified experienced group now buying profitable and/or undeveloped radio stations; even silent OK. All size markets, all price ranges considered. Rush.

Box A-22, BROADCASTING.

## For Sales Stations

Suburban major market Pacific NW 5 kw daytimer with pending application for full time. Excellent coverage of adjacent metropolis. Signal covers 1 MM plus. Priced well below potential at 325K.

Box Z-168, BROADCASTING

**MONTANA.** Class IV AM showing good profit. Nice new building on 4 acres. Clean operation in Big Sky Country. \$220,000 with 29% down.

**NEBRASKA.** Daytime AM with new Class A FM. Profitable small market with potential. 40 miles from nearest station. 160,000. Terms.

**WE NEED:** More good listings in Midwest, Rocky Mountains and Pacific Northwest. Buyers waiting.

**MOUNTAIN STATES  
MEDIA BROKERS,**

Box 99, Broomfield, Colorado 80020.  
(303) 466-3851

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## A MUST BOOK TO MAXIMIZE LOCAL SALES AND PROFITS

BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

- Gathering co-op leads
- Building co-op sales presentations
- Producing co-op spots
- FTC Guides/legal precautions
- Newspaper competitive co-op information
- Retailer in-store co-op system
- Retailer-to-resources presentations
- Organizing dealer associations
- Proof-of-performance & merchandising
- Suggested broadcast co-op plan ingredients, topped off with a Step-By-Step Station Action Plan To Help You Get Started Now!

If you have anything to do with co-op, you need this book!

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please send me \_\_\_\_\_ copies of  
**BROADCAST CO-OP, THE UNTAPPED GOLDMINE.**

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☐ @ \$12.45 ea. (5-9 copies)  
☐ @ \$10.45 ea. (10 or more copies)

My payment for \$ \_\_\_\_\_  
is enclosed,

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## For Sale Stations Continued

### TV STATION FOR SALE

Fulltime network into 142,000 homes in one of the richest agricultural areas of the nation. Now in 24th year of continuous operation. Send for Data Book. Box A-21, BROADCASTING

Fulltime regional AM station in major metro area. Valuable real estate included. Excellent dial position. Priced slightly over twice gross. Asking \$2.5 million dollars cash. Principals only, please submit financial qualifications with letter of interest. Box A-44, BROADCASTING.

### MARYLAND-VIRGINIA AREA

FM (Class A), AM (Daytime) in attractive growth area. Small market. Valuable real estate included. Profitable. Principals only write:

Box A-45, BROADCASTING

### \$35,000 DOWN

for established Pennsylvania Daytimer ideally situated to cover two markets. 80,000 population within signal area.

W.B. GRIMES & CO.  
National Press Building  
Washington, D.C. 20045

**INTERNATIONAL BROADCASTING INVESTMENT** Both AM and SW in multiple markets. Complete facilities and extensive real estate with loyal staff. Solid cash flow and strong sales growth. Excellent investment for sophisticated broadcaster seeking high return in international broadcasting.

THE HOLT CORPORATION  
Broadcast Facility Specialists  
Box 111  
Bethlehem, Pennsylvania 18016

# appraisals

PAUL KAGAN  
ASSOCIATES, INC.  
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

|        |       |            |        |       |
|--------|-------|------------|--------|-------|
| MW     | Small | FM         | SOLD   |       |
| SE     | Small | Profitable | \$215K | \$63K |
| N.Eng. | Metro | Power      | \$350K | nego  |
| MW     | Small | FM         | \$210K | \$52K |
| W      | Small | AM/FM      | \$289K | \$84K |

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



**CHAPMAN ASSOCIATES**  
nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

## For Sale Stations Continued

**The  
Ted Hepburn  
Company**  
Media Brokerage/Appraisals  
P.O. Box 42401 Cincinnati, OH  
45242  
Phone 513/791-8730

**MEDIA BROKERS  
APPRAISERS**  
RICHARD A. SHAHEEN  
**SHAHEEN INC.**  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



Why not reserve this  
space and see how well  
BROADCASTING's Classified  
can work for you!

- 100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. Terms.
  - Class "C" stereo in Miss., 1,182,000 population in .05 MV/M coverage area. Terms.
  - AM/FM in Miss. Small town. Sales about \$120,000. \$188,000 cash.
  - AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real Estate.
- BUSINESS BROKER ASSOCIATES**  
615-894-7511

### NOTICE

new classified rates  
effective January 1, 1977

- Help Wanted 70 cents per word \$10.00 weekly minimum
- Situations Wanted, 40 cents per word \$5.00 weekly minimum
- All other classifications 80 cents per word \$10.00 weekly minimum

### DISPLAY RATES

- Situations Wanted - \$30.00 per inch
- All Others - \$60.00 per inch.

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:

- Help Wanted 70c per word—\$10.00 weekly minimum.
- (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word—\$5.00 weekly minimum.
- All other classifications 80c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$30.00 per inch.
- All other \$60.00 per inch

— Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code, and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_



# Stock Index

|                   | Stock<br>symbol | Exch. | Closing<br>Mon.<br>Dec. 27 | Closing<br>Wed.<br>Dec. 15 | Net change<br>in week |       | 1 change<br>in week |      | 1976   |        | PIE<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|-------------------|-----------------|-------|----------------------------|----------------------------|-----------------------|-------|---------------------|------|--------|--------|--------------|-----------------------------------|----------------------------------------------|
|                   |                 |       |                            |                            |                       |       |                     | High | Low    |        |              |                                   |                                              |
| Broadcasting      |                 |       |                            |                            |                       |       |                     |      |        |        |              |                                   |                                              |
| ABC               | ABC             | N     | 39                         | 38 1/2                     | +                     | 1/2   | +                   | 1.29 | 39 1/4 | 19 7/8 | 16           | 17,625                            | 687,375                                      |
| CAPITAL CITIES    | CCB             | N     | 53 1/2                     | 54 1/2                     | -                     | 1     | -                   | 1.83 | 55 3/4 | 42 1/4 | 13           | 7,764                             | 415,374                                      |
| CBS               | CBS             | N     | 57 1/2                     | 59 7/8                     | -                     | 2 3/8 | -                   | 3.96 | 60 1/2 | 46 3/4 | 11           | 28,313                            | 1,627,997                                    |
| COX               | COX             | N     | 32 1/2                     | 32                         | +                     | 1/2   | +                   | 1.56 | 37 3/4 | 28 3/4 | 10           | 5,863                             | 190,547                                      |
| GROSS TELECASTING | GGG             | A     | 13 5/8                     | 13 3/4                     | -                     | 1/8   | -                   | .90  | 13 3/4 | 10     | 8            | 800                               | 10,900                                       |
| KINGSTIP COMMUN.  | KTVV            | O     | 4 5/8                      | 4 1/2                      | +                     | 1/8   | +                   | 2.77 | 4 7/8  | 2 1/4  | 8            | 461                               | 2,132                                        |
| LIN               | LINB            | O     | 17 1/8                     | 16 3/4                     | +                     | 3/8   | +                   | 2.23 | 17 3/4 | 9 5/8  | 8            | 2,382                             | 40,791                                       |
| MOONEY            | MOON            | O     | 2                          | 1 7/8                      | +                     | 1/8   | +                   | 6.66 | 3 7/8  | 1 3/4  | 3            | 425                               | 850                                          |
| RAHALL            | RAHL            | O     | 8 3/8                      | 8 1/4                      | +                     | 1/8   | +                   | 1.51 | 8 3/8  | 4 1/2  | 13           | 1,297                             | 10,862                                       |
| SCRIPPS-HOWARD    | SCRP            | O     | 31                         | 31 1/2                     | -                     | 1/2   | -                   | 1.58 | 32 1/2 | 20 1/2 | 8            | 2,589                             | 80,259                                       |
| STARR*            | SBG             | M     | 2 5/8                      | 2 5/8                      |                       |       |                     | .00  | 5      | 2 1/4  |              | 1,202                             | 3,155                                        |
| STORER            | SBK             | N     | 24 7/8                     | 24 3/4                     | +                     | 1/8   | +                   | .50  | 25 1/4 | 12 3/4 | 6            | 4,876                             | 121,290                                      |
| TAFT              | TFB             | N     | 29                         | 29 1/2                     | -                     | 1/2   | -                   | 1.69 | 31 1/2 | 23 1/4 | 8            | 4,070                             | 118,030                                      |
| TOTAL             |                 |       |                            |                            |                       |       |                     |      |        |        |              | 77,667                            | 3,309,562                                    |

## Broadcasting with other major interests

|                      |       |   |        |        |   |       |   |       |        |        |         |           |           |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|---------|-----------|-----------|
| ADAMS-RUSSELL        | AAR   | A | 3 5/8  | 3 3/8  | + | 1/4   | + | 7.40  | 4 3/4  | 2      | 6       | 1,262     | 4,574     |
| AVCO                 | AV    | N | 13 3/8 | 12 7/8 | + | 1/2   | + | 3.88  | 14 3/4 | 4 1/2  | 2       | 11,541    | 154,360   |
| JOHN BLAIR           | BJ    | N | 10 3/4 | 10 5/8 | + | 1/8   | + | 1.17  | 11 1/4 | 5      | 5       | 2,406     | 25,864    |
| CHRIS-CRAFT          | CCN   | N | 5 5/8  | 5 3/4  | - | 1/8   | - | 2.17  | 6 3/8  | 4 1/2  | 13      | 4,162     | 23,411    |
| COMBINED COMM.       | CCA   | N | 19 7/8 | 19 1/4 | + | 5/8   | + | 3.24  | 20     | 12 5/8 | 9       | 6,363     | 126,464   |
| COWLES               | CWL   | N | 12 1/2 | 12 1/8 | + | 3/8   | + | 3.09  | 12 1/2 | 6 1/8  | 15      | 3,969     | 49,612    |
| DUN & BRADSTREET     | DNB   | N | 30     | 30 5/8 | - | 5/8   | - | 2.04  | 33 3/4 | 24 5/8 | 17      | 26,571    | 797,130   |
| FAIRCHILD IND.       | FEN   | N | 9 1/2  | 8 7/8  | + | 5/8   | + | 7.04  | 11 1/2 | 6 1/8  | 10      | 5,708     | 54,226    |
| FUQUA**              | FQA   | N | 11 7/8 | 11 7/8 |   |       |   | .00   | 12     | 4 1/2  |         | 8,844     | 105,022   |
| GANNETT CO.          | GCI   | N | 40     | 41     | - | 1     | - | 2.43  | 41     | 32 7/8 | 19      | 21,108    | 844,320   |
| GENERAL TIRE         | GY    | N | 25 5/8 | 26 1/4 | - | 5/8   | - | 2.38  | 26 1/4 | 17 5/8 | 6       | 21,954    | 562,571   |
| GLOBE BROADCASTING** | GLBTA | O | 2 1/8  | 2 1/4  | - | 1/8   | - | 5.55  | 2 7/8  | 1 1/2  |         | 2,783     | 5,913     |
| GRAY COMMUN.         | O     |   | 7      | 7      |   |       |   | .00   | 7 1/4  | 6      | 4       | 475       | 3,325     |
| HARTE-HANKS          | HHN   | N | 28 7/8 | 28 1/4 | + | 5/8   | + | 2.21  | 28 7/8 | 17 1/8 | 13      | 4,383     | 126,559   |
| JEFFERSON-PILOT      | JP    | N | 31 1/2 | 32 1/8 | - | 5/8   | - | 1.94  | 32 1/8 | 25 5/8 | 12      | 24,078    | 758,457   |
| KAISER INDUSTRIES    | KI    | A | 14 1/4 | 13 3/4 | + | 1/2   | + | 3.63  | 16     | 8      | 9       | 28,119    | 400,695   |
| KANSAS STATE NET.    | KSN   | O | 4 3/4  | 4      | + | 3/4   | + | 18.75 | 4 7/8  | 3      | 9       | 1,826     | 8,673     |
| KNIGHT-RIDDER        | KRN   | N | 37 3/4 | 39     | - | 1 1/4 | - | 3.20  | 39     | 28 7/8 | 12      | 8,305     | 313,513   |
| LEE ENTERPRISES      | LNT   | A | 22 1/2 | 18 5/8 | + | 3 7/8 | + | 20.80 | 25 1/2 | 15 3/8 | 12      | 3,352     | 75,420    |
| LIBERTY              | LC    | N | 17 3/4 | 17 5/8 | + | 1/8   | + | .70   | 18 5/8 | 9 1/2  | 6       | 6,762     | 120,025   |
| MCGRAW-HILL          | MHP   | N | 16 7/8 | 16 1/8 | + | 3/4   | + | 4.65  | 17     | 12 3/4 | 11      | 24,690    | 416,643   |
| MEDIA GENERAL        | MEG   | A | 19 1/2 | 17 1/4 | + | 2 1/4 | + | 13.04 | 19 1/2 | 14 1/4 | 9       | 7,276     | 141,882   |
| MEREDITH             | MOP   | N | 17 1/8 | 17 1/4 | - | 1/8   | - | .72   | 17 5/8 | 10 1/4 | 5       | 3,064     | 52,471    |
| METROMEDIA           | MET   | N | 28 1/2 | 27 7/8 | + | 5/8   | + | 2.24  | 29 3/4 | 15     | 8       | 6,730     | 191,805   |
| MULTIMEDIA           | MMEO  | O | 21 3/4 | 19 1/4 | + | 2 1/2 | + | 12.98 | 21 3/4 | 14 1/4 | 11      | 4,390     | 95,482    |
| NEW YORK TIMES CO.   | NYKA  | A | 16     | 18 1/2 | - | 2 1/2 | - | 13.51 | 18 1/2 | 11 1/2 | 12      | 11,206    | 179,296   |
| OUTLET CO.           | OTU   | N | 18 3/8 | 18 1/2 | - | 1/8   | - | .67   | 19     | 12 7/8 | 6       | 1,440     | 26,460    |
| POST CORP.           | POST  | O | 19     | 17 1/4 | + | 1 3/4 | + | 10.14 | 19     | 8      | 7       | 875       | 16,625    |
| REEVES TELECOM**     | RBT   | A | 1 7/8  | 1 3/4  | + | 1/8   | + | 7.14  | 2 1/2  | 1 1/8  |         | 2,376     | 4,455     |
| ROLLINS              | ROL   | N | 22 1/4 | 21 7/8 | + | 3/8   | + | 1.71  | 27 3/8 | 20 3/4 | 13      | 13,404    | 298,239   |
| RUST CRAFT           | RUS   | A | 7 7/8  | 7 7/8  |   |       |   | .00   | 9 7/8  | 5 5/8  | 6       | 2,291     | 18,041    |
| SAN JUAN RACING      | SJR   | N | 7 1/2  | 8 1/8  | - | 5/8   | - | 7.69  | 10 1/4 | 7 1/4  | 5       | 2,509     | 18,817    |
| SCHERING-PLOUGH      | SGP   | N | 44 1/4 | 43 1/4 | + | 1     | + | 2.31  | 59 3/4 | 42 1/4 | 16      | 54,037    | 2,391,137 |
| SONDERLING           | SDB   | A | 15 7/8 | 14 3/8 | + | 1 1/2 | + | 10.43 | 15 7/8 | 6 3/4  | 5       | 731       | 11,604    |
| TECH OPERATIONS**    | TO    | A | 2 1/4  | 2 1/4  |   |       |   | .00   | 4 3/4  | 2 1/8  |         | 1,344     | 3,024     |
| TIMES MIRROR CO.     | TMC   | N | 22 3/4 | 22 7/8 | - | 1/8   | - | .54   | 23 3/4 | 18 1/4 | 13      | 33,905    | 771,338   |
| WASHINGTON POST CO.  | WPO   | A | 42 1/8 | 43 1/2 | - | 1 3/8 | - | 3.16  | 44 1/4 | 21 3/4 | 10      | 4,546     | 191,500   |
| WOMETCO              | WOM   | N | 11 5/8 | 12 3/4 | - | 1 1/8 | - | 8.82  | 13 1/4 | 8 7/8  | 7       | 9,470     | 110,088   |
| TOTAL                |       |   |        |        |   |       |   |       |        |        | 378,255 | 9,499,041 |           |

## Cablecasting

|                      |       |   |        |        |   |       |   |       |        |        |        |           |         |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|--------|-----------|---------|
| ACTON CORP.          | ATN   | A | 3 1/8  | 3 3/8  | - | 1/4   | - | 7.40  | 3 3/4  | 1 1/8  | 10     | 2,640     | 8,250   |
| AEL INDUSTRIES**     | AELBA | O | 2 5/8  | 2 1/4  | + | 3/8   | + | 16.66 | 2 5/8  | 3/4    |        | 1,672     | 4,389   |
| AMECO** *            | ACO   | O | 1/2    | 1/2    |   |       |   | .00   | 1 3/4  | 3/8    |        | 1,200     | 600     |
| AMERICAN TV & COMM.  | AMTV  | O | 19 1/4 | 20     | - | 3/4   | - | 3.75  | 21 3/4 | 13 1/2 | 16     | 3,359     | 64,660  |
| ATHENA COMM.** *     |       | O | 1/8    | 1/8    |   |       |   | .00   | 1/2    | 1/8    |        | 2,125     | 265     |
| BURNUP & SIMS        | BSIM  | O | 3 3/4  | 3 3/4  |   |       |   | .00   | 6 1/2  | 3 1/4  | 34     | 8,319     | 31,196  |
| CABLECOM-GENERAL     | CCG   | A | 5 3/4  | 5 3/8  | + | 3/8   | + | 6.97  | 8 1/8  | 4 1/8  | 5      | 2,560     | 14,720  |
| CABLE INFO.          |       | O | 3/4    | 5/8    | + | 1/8   | + | 20.00 | 1 1/4  | 1/4    | 4      | 663       | 497     |
| COMCAST              |       | O | 3 3/4  | 3 3/4  |   |       |   | .00   | 3 3/4  | 1 7/8  | 10     | 1,708     | 6,405   |
| COMMUN. PROPERTIES   | COMU  | O | 3 3/4  | 4 1/4  | - | 1/2   | - | 11.76 | 4 1/4  | 1 7/8  | 42     | 4,761     | 17,853  |
| COX CABLE            | CXC   | A | 15 3/4 | 17 1/8 | - | 1 3/8 | - | 8.02  | 17 3/4 | 13     | 16     | 3,560     | 56,070  |
| ENTRON               | ENT   | O | 2      | 2      |   |       |   | .00   | 2      | 1 1/2  | 2      | 979       | 1,958   |
| GENERAL INSTRUMENT   | GRL   | N | 20 1/4 | 19 3/4 | + | 1/2   | + | 2.53  | 20 1/4 | 8 1/4  | 44     | 7,178     | 145,354 |
| GENEVE CORP.         | GENV  | O | 8 1/2  | 8 1/4  | + | 1/4   | + | 3.03  | 10     | 6 1/2  | 57     | 1,121     | 9,528   |
| TELE-COMMUNICATION** | TCOM  | O | 3 1/2  | 3 1/4  | + | 1/4   | + | 7.69  | 5 1/4  | 2 7/8  | 50     | 5,281     | 18,483  |
| TELEPROMPTER**       | TP    | N | 8      | 7 7/8  | + | 1/8   | + | 1.58  | 9 3/8  | 5 3/4  |        | 16,634    | 133,072 |
| TIME INC.            | TL    | N | 36 3/4 | 37 3/4 | - | 1     | - | 2.64  | 38 3/4 | 32     | 13     | 25,000    | 918,750 |
| TOCOM                | TOCM  | O | 2 7/8  | 2 7/8  |   |       |   | .00   | 3 1/4  | 1 5/8  | 10     | 617       | 1,773   |
| UA-COLUMBIA CABLE    | UACC  | O | 15 1/2 | 15 1/4 | + | 1/4   | + | 1.63  | 15 1/2 | 9      | 12     | 1,700     | 26,350  |
| UNITED CABLE TV**    | UCTV  | O | 4      | 3 5/8  | + | 3/8   | + | 10.34 | 4      | 1 5/8  |        | 1,879     | 7,516   |
| VIACOM               | VIA   | N | 9 5/8  | 10 1/8 | - | 1/2   | - | 4.93  | 11 3/4 | 7 7/8  | 10     | 3,705     | 35,660  |
| TOTAL                |       |   |        |        |   |       |   |       |        |        | 96,661 | 1,503,349 |         |

|                   | Stock<br>Symbol | ExCh. | Closing<br>Mon.<br>Dec. 27 | Closing<br>Wed.<br>Dec. 15 |   | Net change<br>in week | % change<br>in week |       | 1976<br>High | Low    | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|-------------------|-----------------|-------|----------------------------|----------------------------|---|-----------------------|---------------------|-------|--------------|--------|--------------|-----------------------------------|----------------------------------------------|
| <b>Programing</b> |                 |       |                            |                            |   |                       |                     |       |              |        |              |                                   |                                              |
| COLUMBIA PICTURES | CPS             | N     | 6 1/2                      | 7 1/8                      | - | 5/8                   | -                   | 8.77  | 7 7/8        | 4 1/2  | 5            | 6,748                             | 43,862                                       |
| DISNEY            | DIS             | N     | 48 1/2                     | 47 1/8                     | + | 1 3/8                 | +                   | 2.91  | 63           | 43 5/8 | 20           | 31,010                            | 1,503,985                                    |
| FILMWAYS          | FWY             | A     | 7 7/8                      | 7 1/4                      | + | 5/8                   | +                   | 8.62  | 10 1/4       | 5 1/4  | 7            | 2,404                             | 18,931                                       |
| FOUR STAR         |                 |       | 1                          | 3/4                        | + | 1/4                   | +                   | 33.33 | 1            | 1/4    | 10           | 667                               | 667                                          |
| GULF + WESTERN    | GW              | N     | 18 1/4                     | 18 3/8                     | - | 1/8                   | -                   | .68   | 26 7/8       | 15 1/2 | 4            | 45,162                            | 824,206                                      |
| MCA               | MCA             | N     | 39                         | 37 7/8                     | + | 1 1/8                 | +                   | 2.97  | 39           | 25     | 7            | 17,445                            | 680,355                                      |
| MGM               | MGM             | N     | 15 3/4                     | 15 3/4                     |   |                       |                     | .00   | 15 3/4       | 12 7/8 | 6            | 13,102                            | 206,356                                      |
| TELETRONICS INTL. |                 | O     | 5 3/4                      | 6                          | - | 1/4                   | -                   | 4.16  | 9 5/8        | 3 3/4  | 8            | 837                               | 4,812                                        |
| TRANSAMERICA      | TA              | N     | 14                         | 14 1/8                     | - | 1/8                   | -                   | .88   | 14 1/8       | 8 1/4  | 8            | 64,973                            | 909,622                                      |
| 20TH CENTURY-FOX  | TF              | N     | 10 3/8                     | 10 1/2                     | - | 1/8                   | -                   | 1.19  | 15           | 8 3/4  | 9            | 7,568                             | 78,518                                       |
| WALTER READE      | WALT            | O     | 1/8                        | 1/8                        |   |                       |                     | .00   | 3/8          | 1/8    | 6            | 4,296                             | 537                                          |
| WARNER            | WCI             | N     | 26 3/8                     | 25 1/2                     | + | 7/8                   | +                   | 3.43  | 26 3/8       | 17 1/2 | 24           | 17,001                            | 448,401                                      |
| WRATHER           | WCO             | A     | 4 1/2                      | 4 1/8                      | + | 3/8                   | +                   | 9.09  | 5 1/8        | 3 1/8  | 11           | 2,244                             | 10,098                                       |
| TOTAL             |                 |       |                            |                            |   |                       |                     |       |              |        |              | 213,457                           | 4,730,350                                    |

## Service

|                      |       |   |        |        |   |     |   |       |        |        |        |         |         |
|----------------------|-------|---|--------|--------|---|-----|---|-------|--------|--------|--------|---------|---------|
| 8800 INC.            | 8800  | O | 23     | 22 1/2 | + | 1/2 | + | 2.22  | 23     | 16 3/4 | 8      | 2,513   | 57,799  |
| COMSAT               | CO    | N | 32 3/8 | 32 1/2 | - | 1/8 | - | .38   | 32 1/2 | 23 7/8 | 8      | 10,000  | 323,750 |
| DOYLE DANE BERNBACH  | DOYL  | O | 16 7/8 | 17 1/8 | - | 1/4 | - | 1.45  | 17 1/4 | 8 7/8  | 7      | 1,816   | 30,645  |
| FOOTE CONE & BELDING | FCB   | N | 15 3/4 | 15 5/8 | + | 1/8 | + | .80   | 15 3/4 | 10 1/4 | 8      | 2,332   | 36,729  |
| GREY ADVERTISING     | GREY  | O | 16 3/8 | 16 1/4 | + | 1/8 | + | .76   | 16 3/8 | 6 7/8  | 6      | 1,104   | 18,078  |
| INTERPUBLIC GROUP    | IPG   | N | 31 1/4 | 30 1/2 | + | 3/4 | + | 2.45  | 31 1/4 | 16 3/8 | 7      | 2,290   | 71,562  |
| MARVIN JOSEPHSON     | MRVN  | O | 10 1/4 | 10 3/4 | - | 1/2 | - | 4.65  | 10 7/8 | 6 3/4  | 5      | 1,854   | 19,003  |
| MCI COMMUNICATIONS** | MCIC  | O | 1 3/4  | 1 3/8  | + | 3/8 | + | 27.27 | 3 3/8  | 1 1/4  |        | 16,795  | 29,391  |
| MOVIELAB             | MOV   | A | 1 1/4  | 1 1/4  |   |     |   | .00   | 2 5/8  | 1      | 5      | 1,409   | 1,761   |
| MPO VIDEOTRONICS     | MPO   | A | 3 1/2  | 3 3/4  | - | 1/4 | - | 6.66  | 4 1/4  | 2 3/8  | 6      | 537     | 1,879   |
| NEEDHAM, HARPER      | NDHMA | O | 11 1/8 | 11 1/8 |   |     |   | .00   | 11 1/8 | 5 5/8  | 6      | 823     | 9,155   |
| A. C. NIELSEN        | NIELB | O | 22 1/2 | 21 3/4 | + | 3/4 | + | 3.44  | 24 5/8 | 16 3/4 | 14     | 10,762  | 242,145 |
| OGILVY & MATHER      | OGIL  | O | 29 1/4 | 29 1/4 |   |     |   | .00   | 29 1/4 | 17     | 7      | 1,805   | 52,796  |
| J. WALTER THOMPSON   | JWT   | N | 16 5/8 | 15 7/8 | + | 3/4 | + | 4.72  | 16 5/8 | 7 7/8  | 8      | 2,649   | 44,039  |
| TOTAL                |       |   |        |        |   |     |   |       |        |        | 56,689 | 938,732 |         |

## Electronics/Manufacturing

|                      |       |   |        |        |   |        |   |       |         |        |         |            |            |
|----------------------|-------|---|--------|--------|---|--------|---|-------|---------|--------|---------|------------|------------|
| AMPEX                | APX   | N | 8      | 7 1/4  | + | 3/4    | + | 10.34 | 9 1/4   | 4 3/4  | 13      | 10,885     | 87,080     |
| ARVIN INDUSTRIES     | ARV   | N | 16 3/8 | 15     | + | 1 3/8  | + | 9.16  | 16 3/8  | 9 5/8  | 5       | 5,959      | 97,578     |
| CCA ELECTRONICS*     | CCA   | D | 1/8    | 1/8    |   |        |   | .00   | 1/2     | 1/8    | 1       | 897        | 112        |
| CETEC                | CEC   | A | 1 7/8  | 1 7/8  |   |        |   | .00   | 2 3/4   | 1 1/4  | 10      | 2,244      | 4,207      |
| COHU, INC.           | COH   | A | 2 1/2  | 2 1/2  |   |        |   | .00   | 3 5/8   | 2      | 21      | 1,617      | 4,044      |
| CONRAC               | CAX   | N | 25 1/2 | 26 5/8 | - | 1 1/8  | - | 4.22  | 29 1/8  | 20     | 8       | 1,427      | 36,388     |
| EASTMAN KODAK        | EASKD | N | 85 7/8 | 84 1/2 | + | 1 3/8  | + | 1.62  | 116 3/4 | 84     | 22      | 161,347    | 13,855,673 |
| FARINON ELECTRIC     | FARN  | O | 11 1/4 | 10 1/2 | + | 3/4    | + | 7.14  | 11 1/2  | 7      | 15      | 4,291      | 48,273     |
| GENERAL ELECTRIC     | GE    | N | 53 5/8 | 52 7/8 | + | 3/4    | + | 1.41  | 58 3/4  | 46     | 14      | 184,581    | 9,898,156  |
| HARRIS CORP.***      | HRS   | N | 28 7/8 | 57 1/4 | - | 28 3/8 | - | 49.56 | 57 1/4  | 28 7/8 | 6       | 12,142     | 350,600    |
| HARVEL INDUSTRIES    | HARV  | O | 3 1/8  | 5 1/2  | - | 2 3/8  | - | 43.18 | 6 1/2   | 2 3/4  | 8       | 480        | 1,500      |
| INTL. VIDEO CORP.**  | IVCP  | O | 3/4    | 1 1/4  | - | 1/2    | - | 40.00 | 3 1/8   | 3/4    |         | 2,701      | 2,025      |
| MICROWAVE ASSOC. INC | MAI   | N | 22 1/4 | 19 1/2 | + | 2 3/4  | + | 14.10 | 22 1/4  | 13 3/4 | 11      | 1,320      | 29,370     |
| 3M                   | MMM   | N | 56 3/4 | 55 3/4 | + | 1      | + | 1.79  | 66 1/2  | 52 1/2 | 22      | 114,240    | 6,483,120  |
| MOTOROLA             | MOT   | N | 55 3/8 | 54 3/8 | + | 1      | + | 1.83  | 57 3/4  | 41 1/4 | 21      | 28,353     | 1,570,047  |
| N. AMERICAN PHILIPS  | NPH   | N | 35 7/8 | 32 5/8 | + | 3 1/4  | + | 9.96  | 35 7/8  | 19 7/8 | 9       | 12,033     | 431,683    |
| OAK INDUSTRIES       | OEN   | N | 9 5/8  | 9 3/4  | - | 1/8    | - | 1.28  | 12 1/4  | 7 1/4  | 8       | 1,639      | 15,775     |
| RCA                  | RCA   | N | 26 3/8 | 26 3/4 | - | 3/8    | - | 1.40  | 30      | 18 7/8 | 13      | 74,728     | 1,970,951  |
| ROCKWELL INTL.       | ROK   | N | 30 1/2 | 32 1/4 | - | 1 3/4  | - | 5.42  | 32 1/2  | 23 3/8 | 9       | 31,200     | 951,600    |
| RSC INDUSTRIES       | RSC   | A | 1 3/8  | 1 1/2  | - | 1/8    | - | 8.33  | 2 1/2   | 1 3/8  | 7       | 2,690      | 3,698      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 20 3/4 | 20 5/8 | + | 1/8    | + | .60   | 20 3/4  | 10 1/4 | 14      | 1,657      | 34,382     |
| SONY CORP.           | SNE   | N | 9 1/2  | 9 1/4  | + | 1/4    | + | 2.70  | 9 7/8   | 7 1/4  | 22      | 172,500    | 1,638,750  |
| TEKTRONIX            | TEK   | N | 66     | 65 1/4 | + | 3/4    | + | 1.14  | 67      | 44 1/4 | 18      | 8,671      | 572,286    |
| TELEMATION           | TMT   | O | 3/4    | 3/4    |   |        |   | .00   | 1       | 1/4    | 1       | 1,050      | 787        |
| VARIAN ASSOCIATES    | VAR   | N | 14 3/4 | 14     | + | 3/4    | + | 5.35  | 17 1/4  | 12     | 11      | 6,838      | 100,860    |
| WESTINGHOUSE         | WX    | N | 17     | 16 3/8 | + | 5/8    | + | 3.81  | 19 1/8  | 13     | 7       | 87,508     | 1,487,636  |
| ZENITH               | ZE    | N | 27 1/8 | 28 1/2 | - | 1 3/8  | - | 4.82  | 38 1/4  | 23 5/8 | 13      | 18,818     | 510,438    |
| TOTAL                |       |   |        |        |   |        |   |       |         |        | 951,816 | 40,187,017 |            |

GRAND TOTAL 1,774,545 60,168,051

## Standard & Poor's Industrial Average

118.0 118.8 +1.2

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly high-lows are drawn from trading days  
reported by Broadcasting. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp or as obtained  
through Broadcasting's own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.

## Backe: taking a humanistic approach to make things run

In his first meeting with broadcasters after becoming CBS president, 44-year-old John Backe gave some insights into what his style of management would be. Visiting with the CBS-TV Affiliates Board at its November meeting a month after his election, he told the group, according to participants, that his approach would be different from that of past CBS presidents. He saw himself as president of "the total company" and, though broadcasting is the biggest part of it, he did not envision himself as "spokesman" for the broadcasting business. His own time and talent, he said, would be devoted to "making this company as competitive as possible in every aspect."

It's not that he shuns speaking out. He would not hesitate, he has said, to defend the business against attempts at over-regulation, for example. But he simply has "no image of myself as spokesman for the industry." The spokesman's role—played for so long by one predecessor, Frank Stanton, and assayed briefly by another, Arthur Taylor, whose ouster from the presidency led to Mr. Backe's elevation—would be left to someone else. Specifically, he told the affiliates, John A. Schneider, president of the CBS/Broadcast Group, will be making more appearances as broadcasting spokesman than he has in the past.

This low-profile approach, associates say, is typical of the man, without regard to the fact that his business career has been spent almost entirely in publishing, not at all in broadcasting. And it is not the only difference that is expected to set his presidency apart.

He has told associates, for example, that he expects to be "more inward looking," concerned most "with the people of this company and its shareholders." He has described his style of management as "pretty much according to the book" so far as business procedure is concerned, but says that "I tend to be very informal in my relations with people. I like to deal with the individuals charged with carrying out corporate duties from what I consider a humanistic approach." The changes in CBS, then, are not expected to be in direction, but in style and handling and relationships. A reorganization that went into effect the first of the year (see "Top of the Week") similarly was said to reflect his feeling for a team approach.

John Backe's people-orientation was nicely demonstrated during the recent holiday season, according to CBS executives who were there. He gave a dinner party for CBS corporate vice presidents,



John David Backe—president, CBS Inc.; b. July 5, 1932, Akron, Ohio; BS, business administration, Miami (Ohio) University, 1954; pilot; U.S. Air Force, 1954-57; MBA, Xavier University, 1961; in managerial posts in engineering, financial and marketing areas, General Electric, 1957-66; VP and director of marketing, Silver Burdett Co., textbook publishing division of General Learning Corp., 1966-68, president 1968-69; executive VP, General Learning Corp., 1969, and president and chief executive officer, 1969-73; president, CBS/Publishing Group, since 1973 (successor yet to be named); president, CBS Inc., since Oct. 13, 1976; m. Katherine A. Elliott, Oct. 22, 1955; children—Kimberly, 19, and John, 16.

group presidents and division presidents and their wives—70 to 75 people in all. Executives with long memories said they could not recall a precedent for such a "family" affair. "We had a ball," one added.

Because of his interest in people, how they think and how they approach their jobs, associates say, when a problem arises he does not ask, "Who's to blame?" but wants to know, "Why did the system break down?" Instead of trying to pin blame, one long-time acquaintance reports, he says, "Let's fix the system." It seems fair to say, for example, that he intends to find out (if he hasn't already) what breakdown in "the system" left CBS-TV with inadequate program development this year—and that he'll then undertake to get the necessary repairs made to insure that it doesn't happen again.

A B-57 jet bomber pilot for the Strategic Air Command for three years in the mid-1950's, he is an enthusiastic flier, owns a seven-passenger twin-engine Cessna and flies it weekends and whenever else he can get a chance.

His workday doesn't leave much time for leisurely television watching. He lists CBS's *60 Minutes* and *M\*A\*S\*H* among his favorites but also tends to "sweep the channels" to keep up with what's going on, on the competition as well as CBS. His reading preferences run toward nonfiction and historical novels, but, despite his long involvement in publishing, he finds little time for reading now.

John Backe (pronounced Bocky) comes from a German background on his father's side, Austrian on his mother's. He got his BS in marketing at Miami (Ohio) University, spent three years in the Air Force, then worked for General Electric in Cincinnati and went to school at night at Xavier University, where he got his MBA in 1961. He left GE in 1966 to join Silver Burdett, the textbook publishing unit of General Learning Corp., a joint venture of GE and Time Inc., and his progress after that was straight up, leading to the presidency and chief executive post at General Learning from 1969 until he moved to CBS as president of the CBS/Publishing Group in 1973.

His accomplishments there have been considerable. Under his direction the group was reorganized and expanded, its annual sales have increased from \$150 million to \$207 million and its profits, according to CBS, have gone up at an annual rate of more than 40%. Mr. Backe continues to serve as president of the group, pending selection of a successor.

He is not against acquisitions and indeed helped engineer a major one for CBS just before his promotion to the presidency: the agreement to acquire Fawcett Publications, at a cost reported unofficially to be around \$50 million. That deal is expected to be completed early this year.

But acquisitions or not, Mr. Backe has made it plain that he believes CBS has great potential for growth in its present business—broadcasting, records, publishing, retailing. "We haven't scratched the surface on what we can do in this corporation to maximize our resources." As for television, he is amazed to hear people say it can't go any higher, or that it's a wasteland. He obviously disagrees, but also has let it be known that he sees much future potential in terms of both programing and financial return and "would like to see CBS take the lead in developing it" because, as one source quoted him, "I don't think we've scratched the surface of television, either."



## In fee simple

A gross abuse of bureaucratic power has been ordered to a halt by the U.S. Court of Appeals. The FCC has been directed by the court to refund fees that broadcasters and others overpaid under a schedule outlawed by the U.S. Supreme Court in 1974. The agency has announced an intention to comply. If it had continued the course followed for the past six years, it would have been in contempt of the appellate court, as it has been in contempt of those it overcharged and then refused to reimburse.

The FCC has been alternately overbearing and evasive since, in 1970, it adopted a fee schedule that was intended to recoup its entire operating budget. The schedule was adopted in docile response to a few members of Congress who, hungering after the profits of television and AT&T, yammered at the FCC to make regulation pay its own way. An FCC with more political independence would have taken the demands less literally.

In 1974, when the Supreme Court, acting on an appeal pursued by the National Cable Television Association, declared the fees excessive and, in effect, a tax, the FCC radically reduced its whole fee schedule. The agency elected, however, only to reimburse the \$4.1 million it calculated it had overcharged the cable industry and refunded nothing to all the others that had overpaid. The reimbursement to broadcasters would have run to as much as an estimated \$30 million.

The commission's excuse for discrimination against every regulated business but cable was that the Supreme Court had ruled on an appeal brought solely by the cable interests. The falsity of that rationale was decisively established by the appellate court's decisions of two weeks ago.

Bereft at last of its pretense of legality, the FCC has suspended the collection of all fees pending a study of the court's opinions and ways to implement them. There was no promise, however, of fast action. Indeed the announcement said the fashioning of a new fee schedule would be "extremely difficult," and it referred to an earlier request to Congress to set the fees. The announcement also made the obligatory references to "the limits imposed by available staff and administrative resources." It could be read as the setup for a cop-out or at least an inordinate delay.

Under the FCC's present leadership a "new ethic" has been demanded of broadcasters while the FCC, in its escapades with fees, has set an example on an exactly contrary course. If the new ethic is to apply both ways, the FCC will face the fee problem squarely and dispose of it by itself. The instructions from the courts are clear enough. All that is demanded of the FCC is to honor the law—now.

## Out of sight

The Russians' manipulation of television rights to the 1980 Olympics has debased the games as a television spectacle, just as the industrialization of athletics by the Russians and their client states had already debased the principles of amateurism in the events themselves. Whatever the ultimate terms to come from Moscow, American television interests ought to recalculate the values of the 1980 games.

The decision has to be that the Moscow games will be no better a television attraction than the 1976 games in Montreal, and may be distinctly inferior. That conclusion raises new questions about the outrageous prices the Russians have demanded for production and rights and the strange arrangements they made with the

New York-based organization, Soviet American Trade.

ABC-TV paid \$25 million for rights to the 1976 games, spent \$15 million on production and took in \$41 million in advertising revenue for a profit of about \$1 million, or 2.5%. At the Russians' prices, American television is being asked to take a huge loss on an event of diminished value. Ordinary business judgment suggests that 1980 may be the year for American television to treat the Olympics as just another news story.

Such a decision would be made the easier by the prospect that if anything like the Russians' original asking price were to be paid, it would be only the take-off point for negotiations four years later.

As was remarked on this page some weeks ago: "What if the Russians held the Olympics and nobody went?" The question is more pertinent now than it was then.

## Double trouble

FCC Commissioner Benjamin L. Hooks is confronted by a personal dilemma. He is continuing to serve as a government official after having publicly accepted a future job as executive director of the National Association for the Advancement of Colored People. Beyond that, he has been mentioned by the chief talent scout on President-elect Carter's transition team as a possible "interim" chairman of the FCC (BROADCASTING, Dec. 13). Despite a reported ruling by the FCC general counsel that Mr. Hooks's prospective NAACP employment presents no legal conflict of interest, there is a certain ambivalence about his current status that will only worsen as he remains in government employ.

Mr. Hooks will of course remove himself from any FCC proceeding in which the NAACP or any of its chapters are involved. Beyond that, however, he is bound to face questions about voting on matters to which the NAACP may not be a party but which involve issues that the organization's general policy embraces. The numerous cases dealing with minority representation in employment or programming come at once to mind.

At a Jan. 10 meeting of the NAACP board of directors, the effective date of Mr. Hooks's disengagement from the FCC and active association with the NAACP will reportedly be decided. Mr. Hooks will surely be more comfortable if the date is sooner than later. Since he has already made the basic decision to leave the FCC, the postponement of the action itself will only reduce what has been his demonstrated usefulness as a member of a commission that deals in vital interests.



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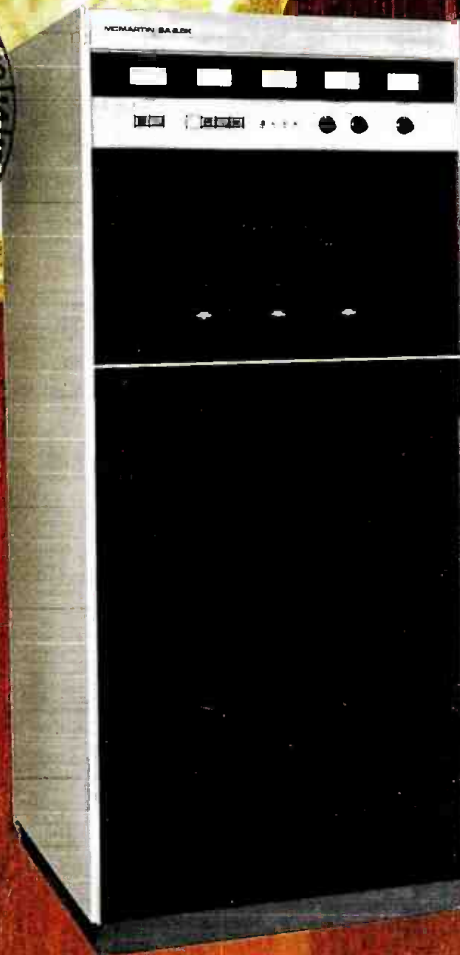
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